"Bride, you simply must have Sterling"

AND HOW EASILY YOU CAN OWN THIS

INTERNATIONAL Sterling

A WOMAN'S PRIDE is never satisfied until she sets her table with sterling silver. And so . . . Bride of 1930 . . . do not make the mistake of waiting for it until "some day."

Even though you begin now with a limited silver service, let ea… …esire, for at most old superscription . . . …y for a sterling

If no one gives you … …you purchase yourself. It is really so ine… your service ahead and bui… *send for*

++ A Starting Serv… of Twenty Piec… …/vice

You can purchase 6 knives, 6 forks, … …itten! and 2 tablespoons — twenty pieces … …rita- national Sterling—for as little as $64… …te.

++ Enough Sterling to Serve Four Courses $7…

Twenty-six pieces—including 4 bouill… spoons, 4 knives, 4 forks, 8 teaspoons, 4 indivi… ual salad forks, 2 tablespoons—as low as $76.37.

A Formal Sterling Dinner Service for Eight! $250

Just think...for as little as $250 you can have a formal dinner service in International Sterling for eight people! Silver that will be envied and admired every time your friends come to the house. There's no reason why you should

HERE'S how International Sterling is persuading brides to *buy!* This remarkably fine advertisement will work for you in the following national magazines:

Harper's Bazaar, May
House Beautiful, May
American Home, May
Junior League Magazine, May
Vogue, June 7th
Good Housekeeping, June
Cosmopolitan, June

Don't miss the opportunity offered by this bride advertisement. Be sure you have in stock each of the five beautiful International Sterling patterns shown here—*and display them!*

…MPANY

Wallingford, Conn.

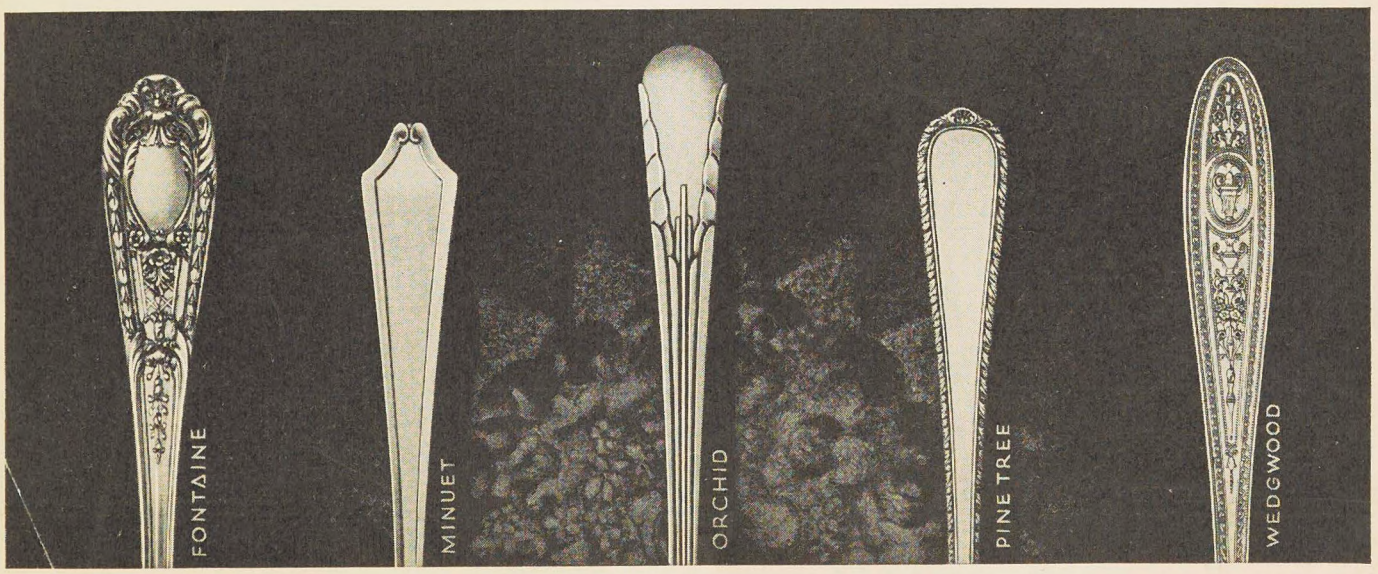
…NATIONAL SILVER CO., WALLINGFORD, CONN.

Enclosed is 30c, for which please send me "Correct Table Silver" and "The Book of Orchid." G. H. 6-30

Name .....

Street .....

City ..... State .....



THE KEYSTONE. Vol. 57, No. 9; Issued Monthly by The Keystone Publishing Co., at 1505 Race St., Philadelphia, Pa. Subscription price in U. S. A. $3.00 a year; Canada, $4.00; Foreign $4.80. Entered as Second-clsss matter January 14, 1887, at the Post Office at Philadelphia, Pa., under act of March 3, 1879

NATIONAL · ADVERTISING

WILL MAKE THEM ASK FOR THE STRAIGHTLINE MOVEMENT!!

Exclusive Feature of HAFIS and OLYMPIC Watches

The Straightline Movement is in a class by itself. It is easy to show a customer how "Straightline" parts are larger.... less liable to get out of order....easier to keep clean and repair, and will keep better time. And now, through NATIONAL ADVERTISING we will bring more prospective customers to the stores that carry HAFIS and OLYMPIC Watches.

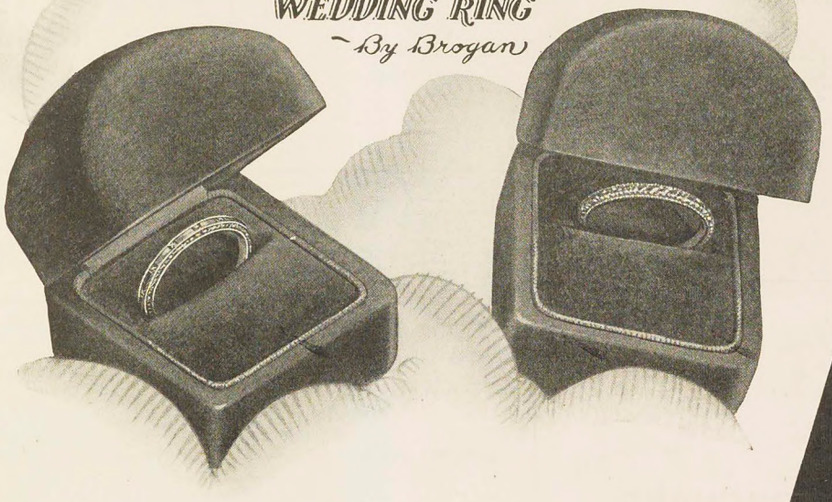
NEW MODELS ARE READY ✕ ✕ **ASK TO SEE THEM!!!**

HAFIS OLYMPIC *Watches*

R. GSELL & CO. INC.
15. W. 37TH ST. · · · · NEW YORK
BIENNE · · · CHICAGO · · · MONTREAL

Introducing!

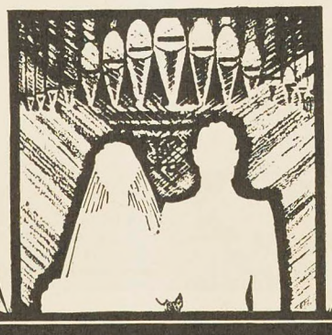
THE NEW
ARBUTUS
WEDDING RING
~By Brogan



You will want to sell this beautiful, new ring. The baguette-like bright-cuts, pleasingly contrast with the Arbutus design on the sides, giving the new beveled Arbutus a touch of the modern vogue. To see it is to buy it. To show it is to sell it.

This modern, new wedding ring, together with the half round Arbutus, will meet any whim of your most exacting customers.

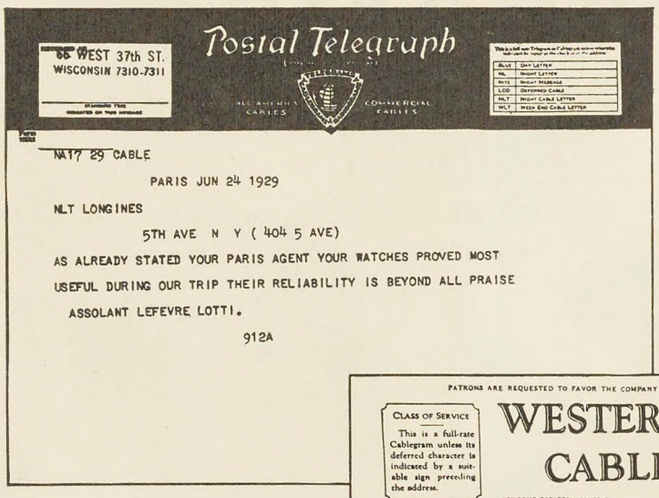
Write for the details of our new Dealer Cooperative Plan. It means greater profits and quicker turnover for you.



BYARD F. BROGAN ~ *Philadelphia*

CREATOR OF THE ARBUTUS WEDDING RING

WITTNAUER FOR LONGINES



Postal Telegraph

65 WEST 37th ST.
WISCONSIN 7310-7311

NA17 29 CABLE

PARIS JUN 24 1929

NLT LONGINES

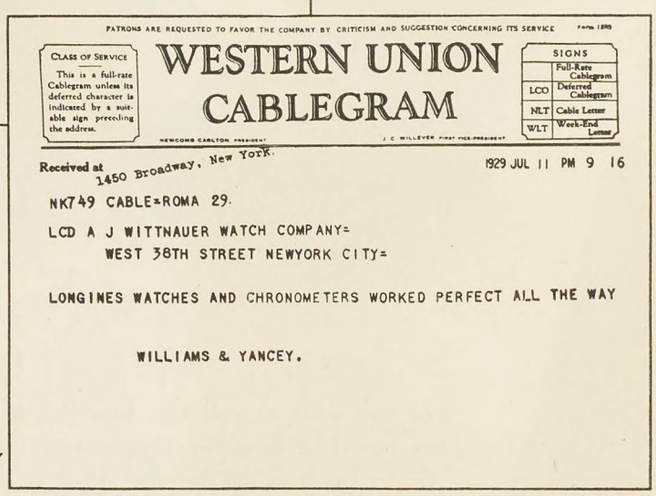
5TH AVE N Y (404 5 AVE)

AS ALREADY STATED YOUR PARIS AGENT YOUR WATCHES PROVED MOST USEFUL DURING OUR TRIP THEIR RELIABILITY IS BEYOND ALL PRAISE

ASSOLANT LEFEVRE LOTTI.

912A

FROM MAINE TO SPAIN WITH MESSRS. LOTTI, LEFEVRE AND ASSOLANT



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Cablegram unless its deferred character is indicated by a suitable sign preceding the address.

WESTERN UNION CABLEGRAM

SIGNS
Full-Rate Cablegram
LCO Deferred Cablegram
NLT Cable Letter
WLT Week-End Letter

Received at 1450 Broadway, New York. 1929 JUL 11 PM 9 16

NK749 CABLE=ROMA 29.

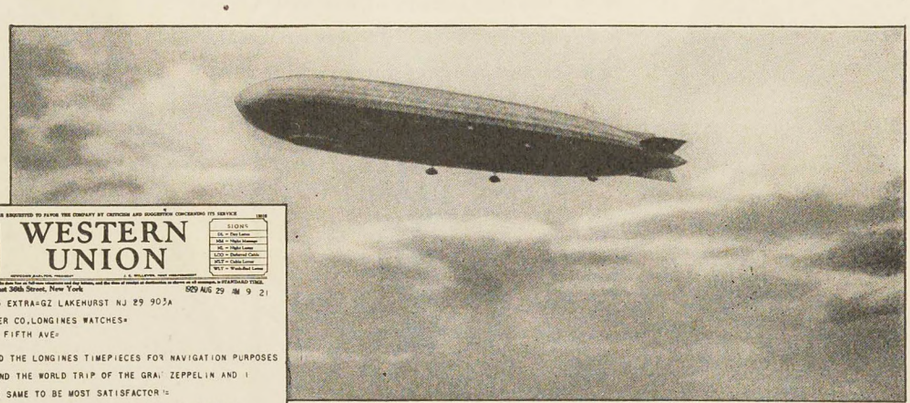
LCD A J WITTNAUER WATCH COMPANY=
WEST 38TH STREET NEWYORK CITY=

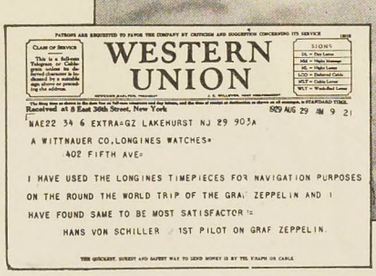
LONGINES WATCHES AND CHRONOMETERS WORKED PERFECT ALL THE WAY

WILLIAMS & YANCEY.

OLD ORCHARD TO ROME WITH R.Q.WILLIAMS AND CAPT. YANCEY

AROUND THE WORLD WITH THE GRAF ZEPPELIN





PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
NL = Night Letter
NM = Night Message
LCO = Deferred Cable
NLT = Night Cable Letter
WLT = Week-End Letter

Received at 8 East 38th Street, New York. 1929 AUG 29 AM 9 21

WAE22 34 6 EXTRA=GZ LAKEHURST NJ 29 903A

A WITTNAUER CO.LONGINES WATCHES=
402 FIFTH AVE=

I HAVE USED THE LONGINES TIMEPIECES FOR NAVIGATION PURPOSES ON THE ROUND THE WORLD TRIP OF THE GRAF ZEPPELIN AND I HAVE FOUND SAME TO BE MOST SATISFACTORY=
HANS VON SCHILLER 1ST PILOT ON GRAF ZEPPELIN.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TEL EGRAPH OR CABLE

A. WITTNAUER CO.

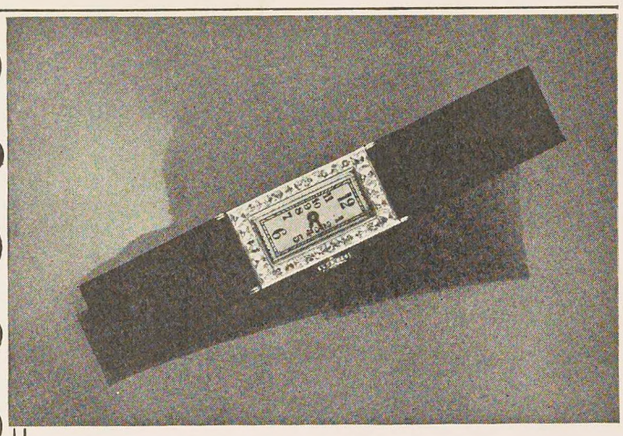
EST. 1866

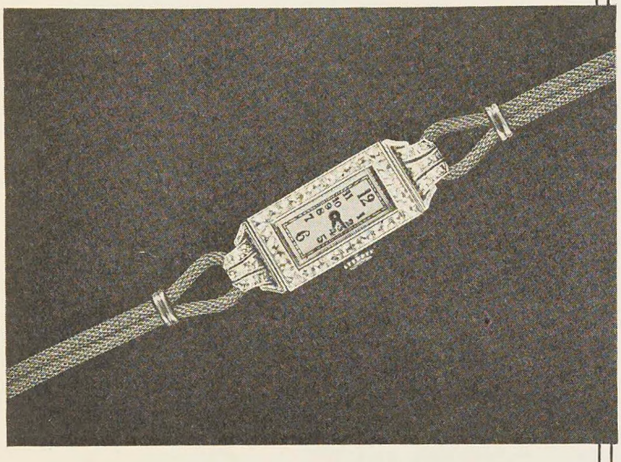
402-404 Fifth Avenue, New York

Chicago Montreal Geneva

TRIUMPHANT TRANSFORMATIONS

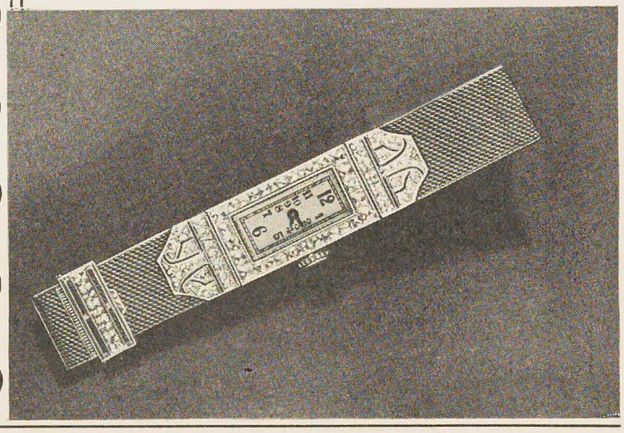
...here is a worthy timepiece...a dependable, trusted old friend...but in its appearance associated with bustles and high shoes...





...yes...it *is* the same watch...but now startlingly smart in its modern attire... its brilliant state achieved by the addition of a Kreisler platinum diamond end cord· *...the number of the attachment is 590/85.*

...and here is our cherished timepiece in an even more sumptuous setting...a thoroughly triumphant transformation, indeed...*the platinum diamond mesh attachment illustrated is number 566/13.*



...alert jewelers will be quick to see the possibilities in this modernization of watches too old-fashioned to be worn... yet too dear with sentiment to be discarded.

...a special case making department is maintained to give each remodeling individual attention.

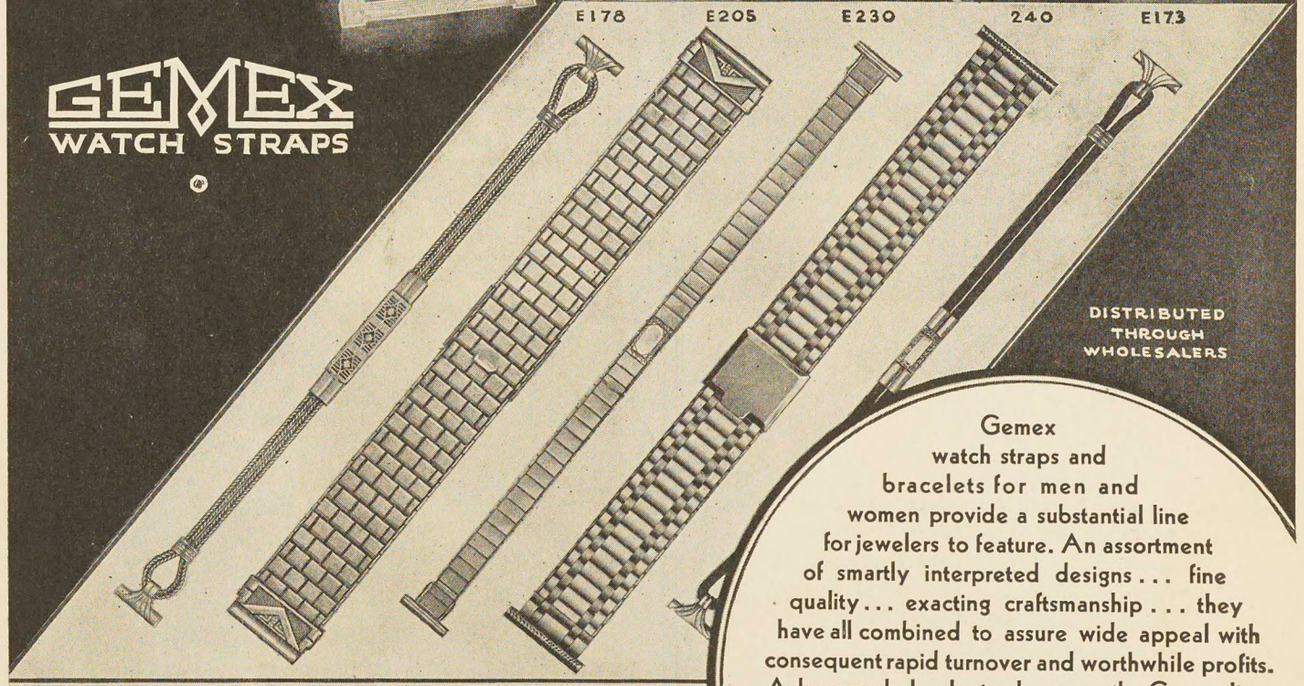
JACQUES KREISLER & COMPANY

36 WEST 47TH STREET · NEW YORK

55 E. WASHINGTON STREET, CHICAGO

"That's a lovely bracelet"

GEMEX
WATCH STRAPS



DISTRIBUTED THROUGH WHOLESALERS

Gemex watch straps and bracelets for men and women provide a substantial line for jewelers to feature. An assortment of smartly interpreted designs . . . fine quality . . . exacting craftsmanship . . . they have all combined to assure wide appeal with consequent rapid turnover and worthwhile profits. Ask your wholesaler to show you the Gemex line.

CONSUMER PRICES

E178 THELMA $2.00
E205 CLARIDGE $2.50
E230 DORA $2.50
240 CARLTON $4.25
E173 IRENE $1.25

GEMEX COMPANY

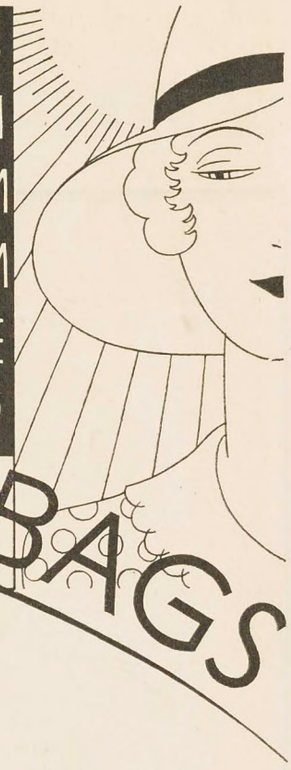
Factory and Executive Offices:
170 Thomas Street, Newark, New Jersey
Branches: 805 Heyworth Building, Chicago, Illinois . . . 704 Market Street, San Francisco, California . . .
Canadian Representative: The Electric Chain Co. . . . of Canada, Ltd., 171 John Street, Toronto . . .

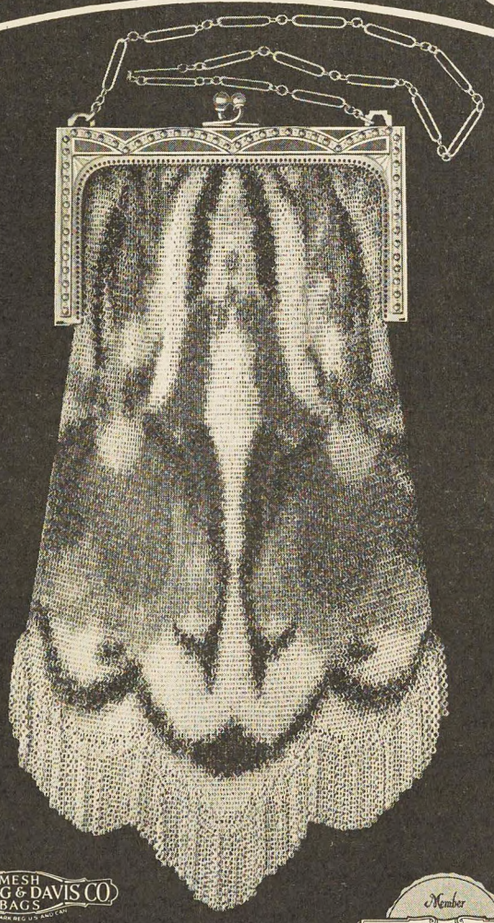
SPRING

READY for Selection!

COMPLETE NEW LINE OF Whiting & Davis MESH COSTUME BAGS

SUMMER





THE new line is out! New color combinations, new frame designs set with marcasites! A beautiful, colorful line that will catch the eye and the fancy of every woman who sees them. It is an old story to say that the 1930 line of Whiting & Davis Mesh Costume Bags is the MOST ATTRACTIVE AND QUICKLY SALABLE EVER PRODUCED, but we believe a look at the new numbers will prove our assertion.

Fashion forecasts definitely favor the Mesh Costume Bag as the smart style accessory. There is a big year ahead. Get ready for it.

Whiting & Davis Mesh Costume Bags will be well advertised during 1930, opening with a Harper's Bazar back cover in colors in May. Rotogravure and radio advertising already have introduced the new 1930 line and dealers report active buying.

Order through your Wholesaler. Subject to Keystone discount.

AUTUMN

WINTER

MESH WHITING & DAVIS CO. BAGS

Look for this trade-mark stamped on the frame of every genuine Whiting & Davis Costume Bag. This hall-mark of excellence stands for over 50 years of creative craftsmanship.

No. 9554 FZF
$37.50

Member GIFTS THAT LAST National Jewelers Publicity Association

WHITING & DAVIS COMPANY

World's Largest Manufacturers of Costume Bags
Makers of Costume Jewelry for Everyone

Plainville (Norfolk County) Mass.

New York: 366 Fifth Ave. In Canada: Sherbrooke, Que.
Chicago: F. E. Whiting, 31 N. State St.

Get in Line for June Business

For more than sixty years the Benj. Allen & Co. catalogue has stood for quality, style, and attractiveness in jewelry merchandise.

Progressive jewelers everywhere have come to rely upon it because they have found that its high standards mean not only increased sales, but also added prestige.

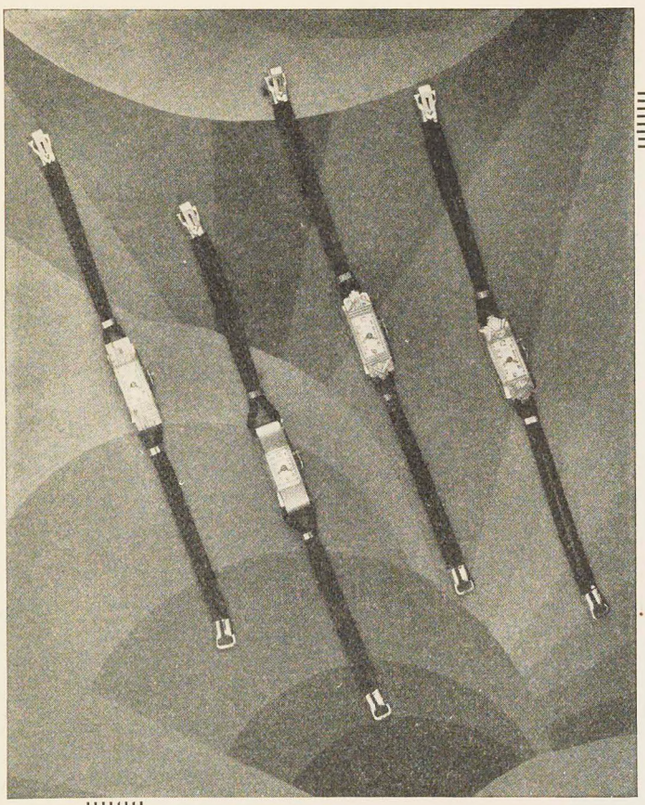
June—the month of gifts—offers unusual sales possibilities.

Cash in on them by replenishing your assortments of presentation merchandise from B. A. & Co.'s catalogue—the time-tested buying medium for progressive jewelers.

BENJ. ALLEN & CO., Inc.

Exclusively Wholesale

10 South Wabash Avenue, Chicago, Ill.



NEW! *HELBROS 17 Jewel Baguette Watch—in solid white gold—in solid gold two-tone cases—and in solid gold cases set with Diamonds.*

IDEAL—For June Bride and Graduation Business!

HELBROS leads again—with an exquisite 17 Jewel Baguette Watch—priced for popular demand—priced to give you a substantial profit.

Lead the way in your community—with the HELBROS 17 Jewel Baguette Watch.

A carefully planned sales promotion campaign for YOUR use—including an unusual window display and distinctive mailing pieces—backs up the HELBROS 17 Jewel Baguette Watch.

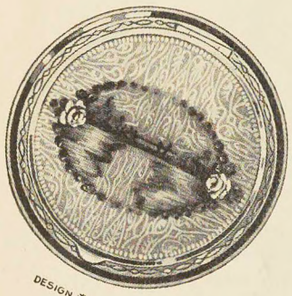
Write for further information—NOW!

The complete line of HELBROS Nationally Advertised Watches includes timepieces for men and women—that sell to the consumer from $24.75 up.

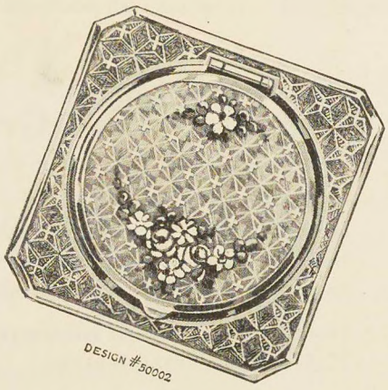
HELBROS
WATCHES

HELBROS WATCH COMPANY, Inc. 48 W. 48th Street, New York City

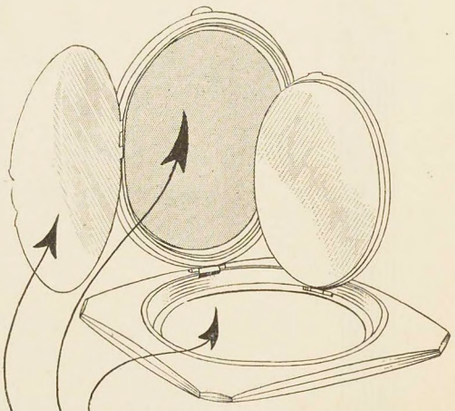
VANITIES
of Elegance and Distinction



DESIGN #29030



DESIGN #30002



Compartment for Loose Powder
Standard Rouge Cake
Two-sided Metal Mirror

New versions of beauty in Sterling cloisonné enamel vanity designs ~ more than merely beautiful ~ they are practical ~ embodying compartment for loose powder, *(or powder cake)* standard rouge cake and two-sided, clear, unbreakable mirror. Individually packed in attractive display box. Other styles and designs from which to choose ~ each the creation of an artist ~

ELGIN AMERICAN MANUFACTURING CO.

FACTORY and MAIN OFFICE at ELGIN, ILLINOIS, U.S.A.

NEW YORK 20 West 47th. St. | CINCINNATI 414 Walnut St. | CHICAGO 35 Wacker Drive | MONTREAL 209 St. Catherine St. E. | LONDON 65 Holborn Viaduct

Priscilla Quality Pledge

IN each of the more than fifty million Priscilla messages that are now being broadcast through a nation-wide newspaper campaign, the superior quality and exquisite beauty of Priscilla Platinum Encased Wedding Rings and Priscilla Diamond Rings are proclaimed.

Priscilla Platinum Encased Wedding Rings, made by the famous Bek process, have all of the rich quality of pure platinum, yet retail for only $16.

Priscilla Standardized Diamond Rings made in a wide range of exquisite designs and set with perfect stones, are priced to retail from $20 to $275.00.

Let us show you how you can profit by the prestige and the integrity of the Priscilla Pledge of Quality. Write or wire at our expense.

Priscilla
Platinum Encased
Wedding Rings
The WONDER RING

No. 4192D
Diamond
Ring
Retails $100

EISENSTADT MANUFACTURING COMPANY

Manufacturers to the retail jeweler exclusively

Saint Louis, Missouri

Priscilla Jewelry

Old Traditions in the

of the Trade—

NEW

in the conception of SERVICE

One hundred seventy-one years of combined experience are represented in the business careers of the organizations which form A. C. Becken Company. This span of time exceeds by seventeen years the life of our nation—an exceedingly fine record in any industry.

At the close of the Civil War, in **1865, Otto Young & Co.** started in the wholesale jewelry business. After years of continuous service to the trade, A. C. Becken Company became their successor.

In **1867** another firm later to become widely and favorably known, **C. H. Knights-Thearle Co.,** entered the field. This concern became affiliated with A. C. Becken Company in 1929, adding important personnel to the merged companies.

A. C. Becken Company was founded in **1887** in St. Paul, Minn., moving to Chicago three years later. Growth has been steady and substantial. The monster Becken catalog for 1930 is regarded as a classic. In addition, twenty-five traveling representatives cover many states.

Branch offices in DETROIT and SPOKANE contribute to the high grade of service rendered.

A. C. BECKEN COMPANY

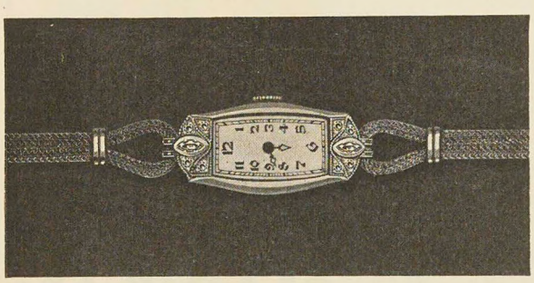
SUCCESSORS TO OTTO YOUNG & CO. C. H. KNIGHTS-THEARLE CO. AFFILIATED

35 EAST WACKER DRIVE CHICAGO

OMEGA WATCHES

"Outstanding Excellence." A faithful description of the unrivalled beauty, accuracy and record of Omega.

Standard timepiece of 87 countries for over 85 years, winner of hundreds of leading observatory awards, official watch of Europe's great railroads, Omega brings a notable prestige to the country's jewelry stores.



J. R. WOOD & SONS, Inc.

New York Office
15 Maiden Lane

Chicago Office
29 E. Madison St.

FLOWER OF LOVE

WEDDING RINGS AND ENGAGEMENT RINGS

Get Your Full Share of This Season's Wedding Ring Business!

Once again... Flower of Love comes up before the Brides and Grooms of America... Nationally! This time 5,000,000 readers of these big leading magazines pictured are going to be captivated by America's most beautiful wedding ring and the matching engagement ring... *at a time when they're shopping for such beauty and such enduring value.*

Once again... jewelers all over the country will benefit from the boost in sales that follows every national campaign on Flower of Love. They benefit because 80 years ago J. R. Wood learned the knack of styling a ring that *sells!* Every year since the ring has proven its quality with profits. Every year's record proves over and over that J. R. Wood is the leading stylist of wedding rings that meet every expectation of the market.

Flower of Love has everything... style—smartness—value—enduring charm—originality—quality—design and *price!*

We are giving generous help to dealers who stock Flower of Love Wedding Rings and the matched settings. Write us for particulars now.

J. R. WOOD & SONS, INC.

America's Leading Wedding Ring Manufacturer

New York Office: 15 Maiden Lane Chicago Office: 29 E. Madison St.

Plant: Brooklyn, N. Y.

SEMI-PRECIOUS STONE PINS

Notable creations that express the advanced style trends . . . to be worn either as adornments for the new dress modes or as smart ornaments for the hat.

In Jade, Carnelian, Lapis, Amethyst, Chalcedony, Coral and Rose Quartz.

Creators of the Unusual as Usual

Walter Lampl

Semi-Precious Stone Jewelry—Gold and Platinum Chains

20 WEST 47th STREET, NEW YORK

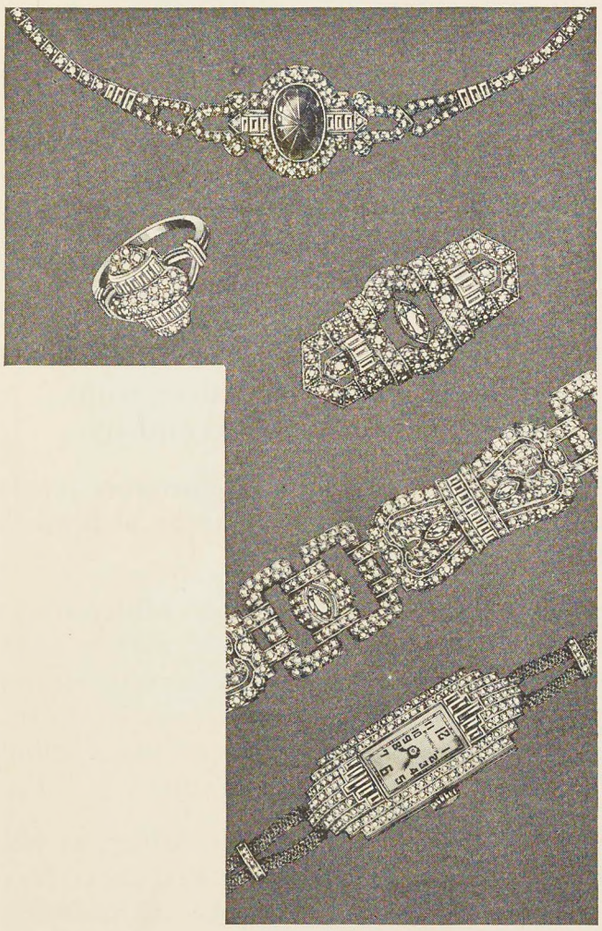
Chicago: Hook and Simmons, Pittsfield Bldg. **Los Angeles: Paul E. MacPherson, Roosevelt Bldg.**

CERTIFIED
IRIDIUM PLATINUM

A product of Katz & Ogush, Inc.

THE NATIONALLY ADVERTISED LINE OF TRADE-MARKED DIAMOND JEWELRY

Rings . . . . Watches
Bracelets . . Brooches
. . Necklaces . .



A LINE of the finest diamond jewelry ever created that Certified dealers can offer their customers with full assurance of presenting sound value and lasting beauty.

Surely Certified Iridium Platinum diamond jewelry is the loveliest of all personal adornment, and that name stamped upon it is as "Sterling" on silver.

These facts about Certified Iridium Platinum diamond jewelry are being presented to Certified dealers' customers by means of beautiful full page advertisements in the finest "class" publications.

Over a million smart women buyers and wearers of fine platinum jewelry are being told for the first time that jewelers everywhere in smaller cities and towns, as well as the larger Metropolitan cities, are offering Certified Iridium Platinum diamond jewelry—and that where this hallmark of quality and beauty is displayed, there is a dealer of repute and integrity.

Further to supplement Certified dealers selling points are a series of ultra-fine direct mail folders, special counter display pieces and other units in a complete and comprehensive sales promotion plan.

KATZ & OGUSH, Inc.

NEW YORK
33 West 60th Street

CHICAGO
55 E. Washington Street

ENJOYING THE CONFIDENCE OF THE INDUSTRY

The Watch You Can F

(Copyright, The Perpetual Self-Winding Watch Company of America, Inc.)

Look to the Future » » » » » With Open Eyes and Mind and Reap the Present Profits in » » »

THE SELF-WINDING WATCH

The greatest obstacle of any new idea is the resistance of the shortsighted. Eventually they may be won over, but the progressives are the ones that reap the greatest benefits. One morning in 1723, Benjamin Franklin, the fugitive apprentice boy, walked up Market Street, in Philadelphia. He had just come to town and was munching the rolls in which he had invested a portion of his last dollar. He attracted the attention of Miss Read—a comely girl of 18 who was standing in the doorway of her home. Soon after, they were introduced and fell in love.

When Franklin approached Mrs. Read, asking permission to wed her daughter, she flatly declined to consider his proposal because the poor fellow's prospects were based on a hazardous enterprise. There were already two printing offices in America and Franklin proposed to start a third; his prospective mother-in-law was doubtful as to its possibilities of success.

> There are still a few conservative jewelers in America who believe, with Mrs. Read, that the buying power of the people has reached its capacity.

To those gentlemen, we submit the accompanying letter, written by a conservative jeweler who enjoys a national reputation for square dealing equal to the reputation of Benjamin Franklin, and in foresight, equal to Miss Read.

When the PERPETUAL SELF-WINDING WATCH was first introduced to Mr. Miller, over a year ago, he saw the strong appeal such a watch would exert on the modern mind. Considering that he had a valuable reputation to guard, he ordered a few watches first, for the purpose of testing them by actual wear. By the Spring of 1929, he became convinced that the SELF-WINDING WATCH is a reliable timepiece, and has a selling power if properly presented. The letter on the opposite page tells his story.

Naturally, nothing great was ever achieved without enthusiasm. Mr. Miller, as well as his associates, have been and are to this day, enthused over the PERPETUAL SELF-WINDING WATCH, and as a result their sales on SELF-WINDING WATCHES are mounting. Mr. Miller's method indicates that the iron of commerce can be kept perpetually hot by constant hitting.

THE PERPETUAL SELF-WINDING WATCH COMPANY OF AMERICA, INC.

485 Madison Avenue, New York

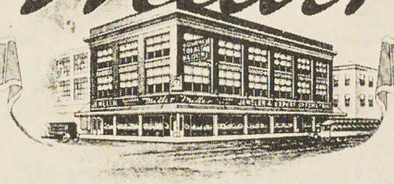
Write for Catalogue of Our Round and Rectangular Models

orget To Wind

SQUARE DEAL

Miller

JEWELER — OPTOMETRIST



E. JEFFERSON AVE.
AT NEWPORT AVE.
PHONE HICKORY 1610

GRAND RIVER AVE.
AT OAKMAN BLVD.
PHONE HOGARTH 1530

MAIN STORE
401 GRAND RIVER AVE. W.
AT TIMES SQUARE
PHONE CHERRY 4400
DETROIT, MICHIGAN

April 9th, 1930.

Perpetual Self Winding
Watch Company of America, Inc.,
485 Madison Avenue,
New York City, N.Y.

Gentlemen:

I am happy to express my opinion of the self winding watch both from the standpoint of personal experience and that of my customers.

My own Perpetual keeps time with an astonishing degree of accuracy. And despite the hard service I have given it, no adjustments have ever been made.

My watch salesmen share my enthusiasm with the result that Perpetual sales are rapidly increasing and we have yet to hear from a single customer who is dissatisfied with a Perpetual Watch.

I am planning a great deal of local advertising on your product during the Spring season and hope to arouse greater interest in your splendid timepiece.

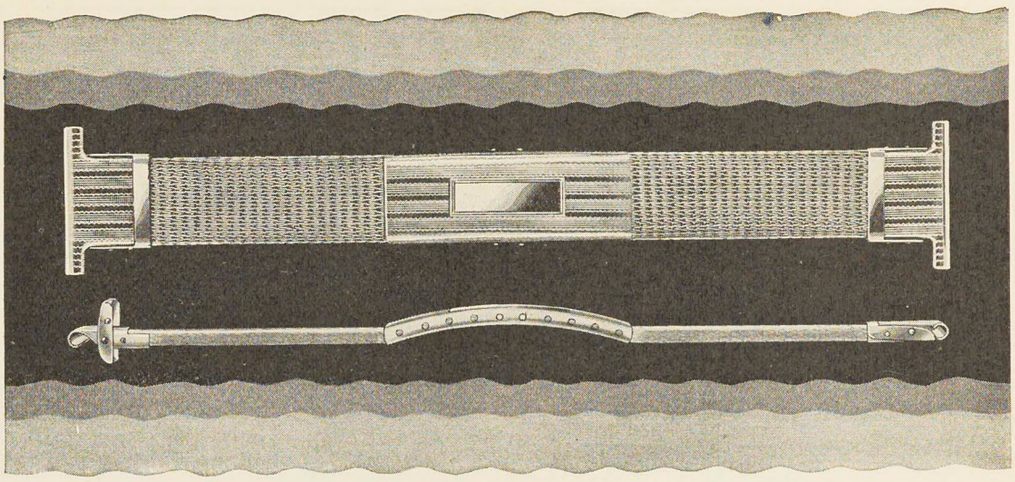
Assuring you of my continued co-operation,
I am

Yours very truly,
SQUARE DEAL MILLER, INC.,

E.D.Miller/MON

E D Miller

The Watch You Can Forget To Wind (Copyright, The Perpetual Self-Winding Watch Company of America, Inc.)



PATENT NUMBERS - 1,666,033 - 1,666,864 - 1,744,685

The 1930 Viking

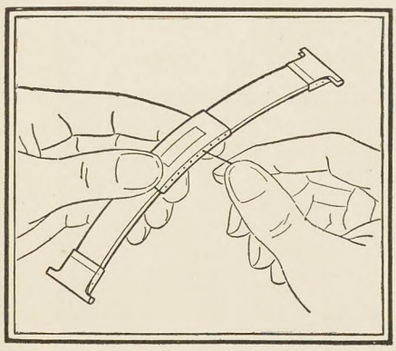
retains the comfort of its seamless, flexible, expanding mesh—the security of its end hooks—but adds new and striking features of utility and refinement.

The center adjustment—a thing of beauty and utility, unique in operation, patented in construction—permits lengthening or shortening of the Viking Bracelet from 5 inches to 6¼ inches.

The flexibility of the mesh adds 1¾ inches for expansion.

The already secure end hook has now a double locking device, assuring every security in use.

To lengthen or shorten bracelet simply slip pin bar from hole to hole



MSCo.

ATTLEBORO MASS., U.S.A.

We Have Added The Dietz & Schuman Specialties To Our Line

WITH the purchase of the business of Dietz & Schuman, Baker & Co., Inc., have become headquarters for practically everything the manufacturing jeweler needs in platinum and the various colors and karats of gold.

The Dietz & Schuman fancy ring findings added to the specialties of J. J. Fischer & Meyer Co., Interstate Smelting & Refining Co., and Herpers Brothers allow us to offer you a very comprehensive assortment of ring shanks, settings, ring ornaments and other findings. Here are just a few of the things we make.

Ring Ornaments
Ring Shanks
Wedding Ring Blanks,
Plain, Azured and Fancy Shapes
350 Varieties of Galleries
Emblems and Emblem Material
Alphabets
Greek Letters
Ear Screw Wires and Parts
Round and Oval Beads
Scarf Pin Stems and Pin Tongues
Ball Joints and Safety Catches
Ring Tops—All Shapes
Modern Square Settings
Fancy Settings
Stone Bezels and Boxes
Flowers, Leaves and Scrolls
Swivels for Pendants
Seamless Tubing (hollow wire)
Platinum Sheet and Wire
Gold Sheet and Wire
Jewelers' Solder

Let us make it as plain as we can that we can supply about everything you need in platinum and gold. If you want a certain thing, do not assume we cannot give it to you, because you have never bought it of us before. Send us your order. Very probably we can fill it.

BAKER & CO., INC.

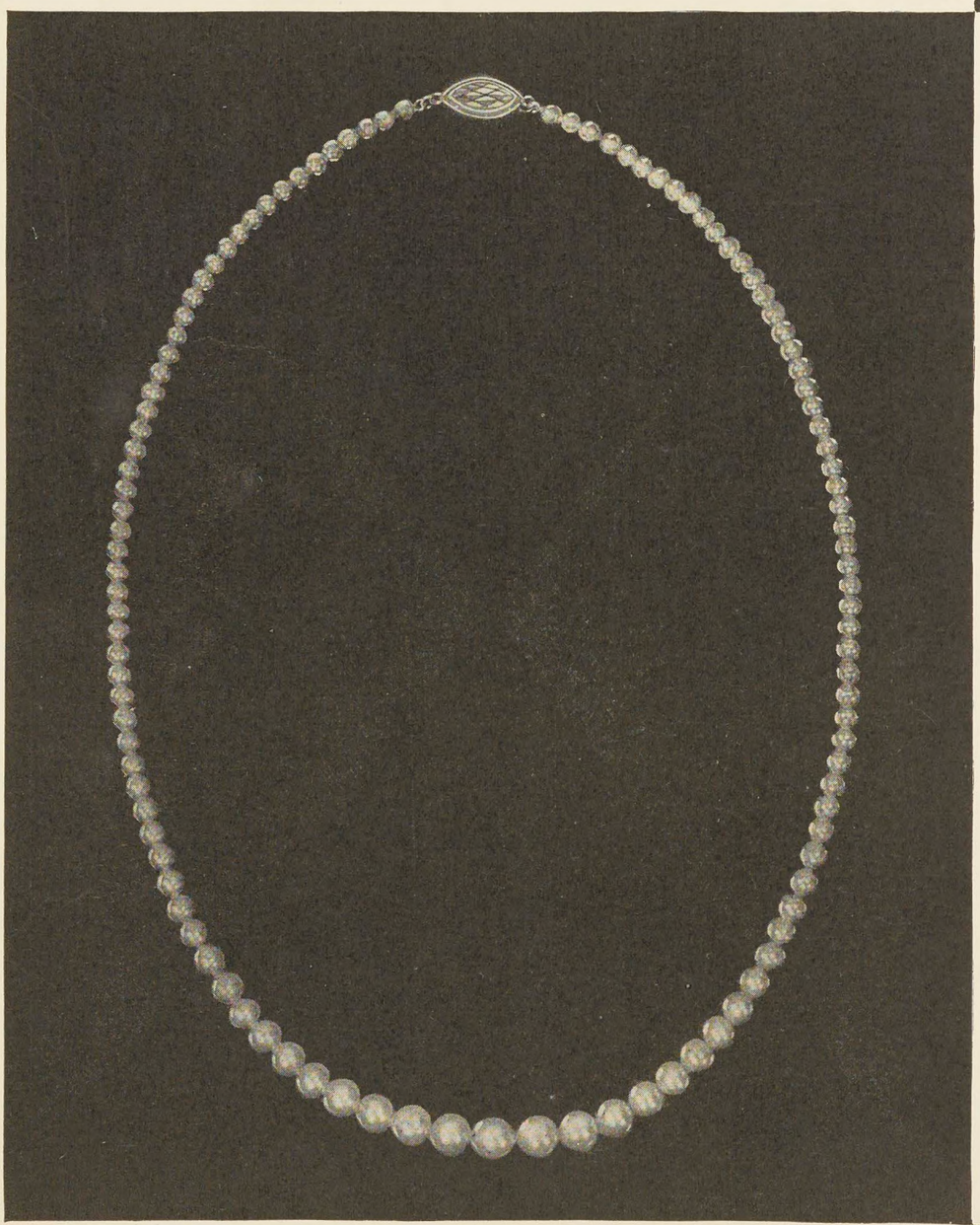
54 Austin St., Newark, N. J.

30 Church St.
New York

55 E. Washington St.
Chicago

760 Market St.
San Francisco

JUERGENS &
ANDERSEN CO
CHICAGO



PEARL NECKLACES AND
PEARLS FOR ADDITIONS
TO NECKLACES . . . .

"MY WATCH STOPS"
IT'S NO GOOD - - -

How often have you heard this?

Usually the customer demands free repair service, a new watch or their money back.

This condition arises with every popular priced brand of wrist watch and it is one over which neither manufacturer, retailer or consumer HAS HAD any control.

NOW comes SEALTIGHT, a practical patented improvement in watch construction which seals and isolates the CYMA movement from all exterior influences, permitting the watch to run constantly and give perfect service.

SEALTIGHT is offered in all popular styles and shapes.

SEALTIGHT gives SATISFACTION.

SEALTIGHT brings BIGGER PROFITS.

It is not going to place you under any obligation to find out why CYMA SEALTIGHT corrects ordinary wrist watch complaints.

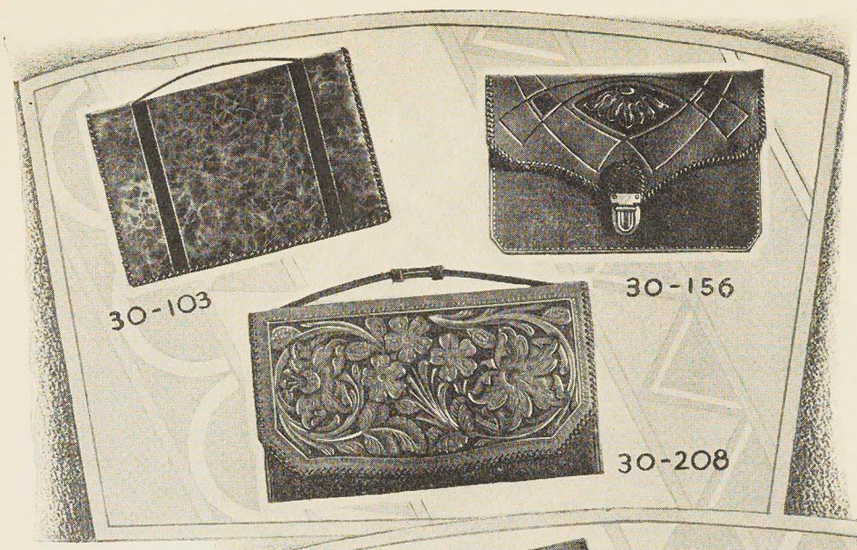
—JUST WRITE—

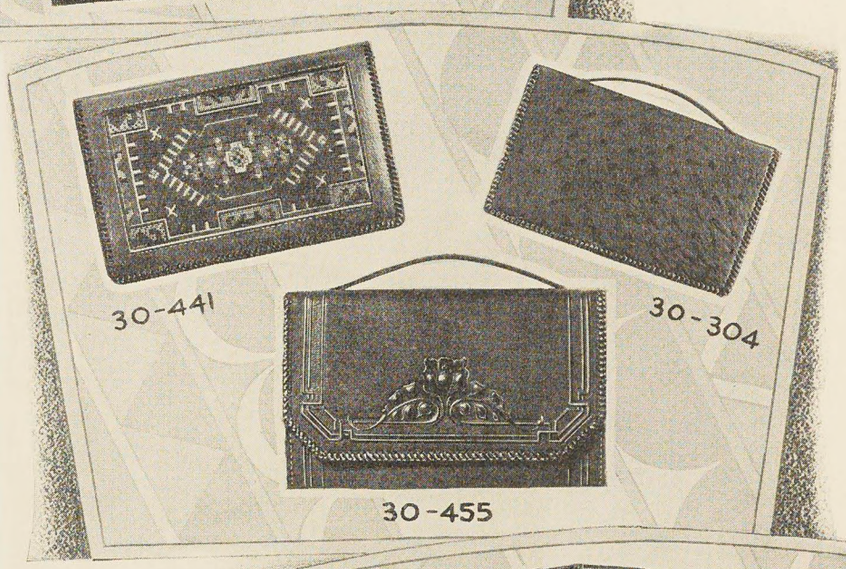
ADOLPHE SCHWOB, Inc.

Chicago - - 48 W. 48th St. New York City - - San Francisco

The Vogue . . of the . . Underarm

The increasing demand for the "envelope" handbag brings a marked development to our underarm line. From a few standard numbers, it has grown till it now includes an impressive group, accurately portrayed in this striking, "all-underarm" illustration. Important, too, it typifies the facility with which the underarm lends itself to modern treatment of the fashionable leathers.





30-103 Granada . . $10.00 list

30-156 "Mojavé" . . $12.00 list

30-208 "El Dorado" . . $17.50 list

30-441 "Florentine" . . $18.00 list

30-304 Ostrich . . $21.00 list

30-455 Morocco . . $15.00 list

30-475 Red Fox . . $16.00 list

30-127 "Tri-Tone" . . $10.00 list

30-472 Silver Fox . . $15.00 list

This adaptiveness of the underarm is effectively emphasized in the hand-carved artistry of "El Dorado," the finely tooled, hand-colored delicacy of "Tri-Tone," the charming, colorful tone of "Florentine," the splendor of Silver and Red Fox, the enduring richness of Ostrich, the quiet dignity of Morocco and the highlight contrasts of Granada and "Mojavé." Chic is added by hand-lacing; the personal touch is conveyed by niceties of finish . . . all leather-lined interiors, fittings of frame or separate purse and mirror, snap fastener or "tuck-tite" lock.

General Price Range . . . $5.00 to $35.00 list

CATALOG UPON REQUEST

Reed-Cook
INCORPORATED
General Offices and Factory: 205-15 S. 2nd St., Camden, N.J.
Showrooms: 200 Madison Ave., New York City

50% OFF LIST TO DEALERS

Passé seventy years ago but ultra smart today

. . . . Treasured . . . . sought after . . . . rare old pieces of PEWTER have been brought out again into the light of fashion. Just as lovely but more within the pocketbook reach of your customers is new Benedict Revere PEWTER—interesting in shape—a metal ware noted for its long life of usefulness.

. . . . Benedict Revere PEWTER, authentic in its pure design—lovely in its traditional simplicity, is every day bringing more and more customers into the stores where it is displayed—more profits to the owners. Write for illustrated literature, prices, etc., Benedict Mfg. Co., Dept. G, East Syracuse, N. Y.

BENEDICT
REVERE
PEWTER

Flagg & Homan Pewter

"Made as it was over 80 years ago"

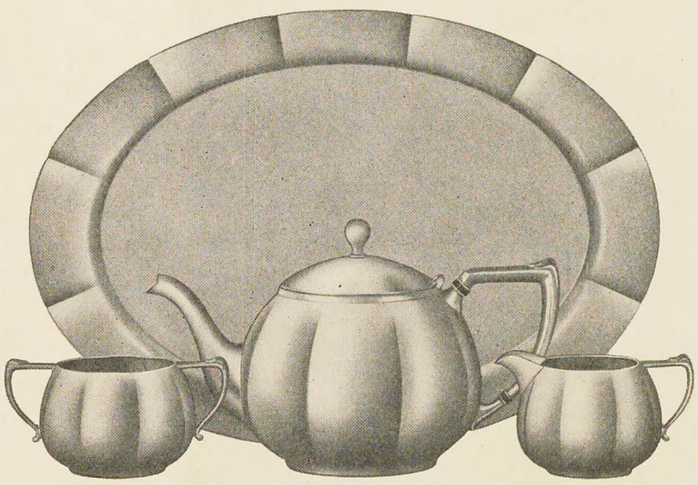
Pewter—Good Pewter Only

Buy it for the home, for gifts, but avoid buying poorly finished and ill-designed Pewter now flooding many markets.

Buy wisely, which is real economy.

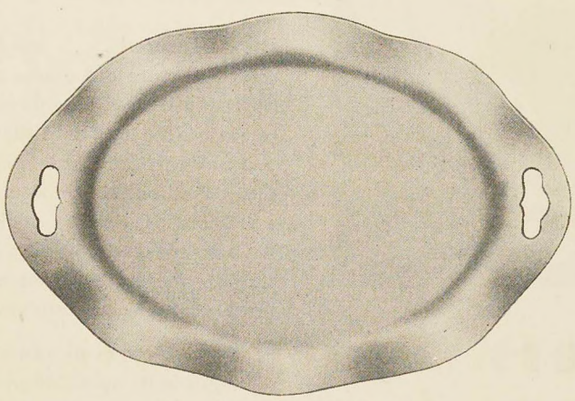
The smart woman chooses Pewter for gifts, but makes certain of the reliability of the name and trade-mark before purchasing.

The makers of Flagg & Homan Pewter have been in business 83 years. A good name on good Pewter.

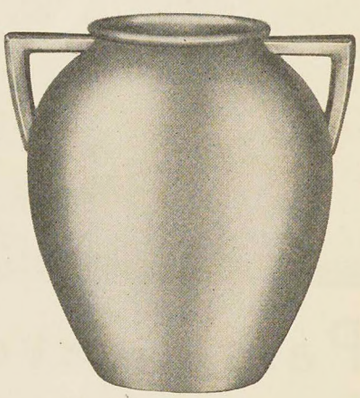


No. 28. Tea Set
No. 74. Waiter, 14½ inches

No. 110. Water Pitcher
4 Pints



No. 69. Tray, 14½ inches



No. 52. Flower Jar

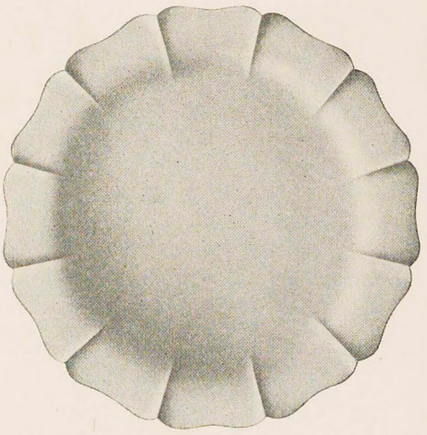
THE HOMAN MANUFACTURING CO.

CINCINNATI, OHIO, U. S. A.

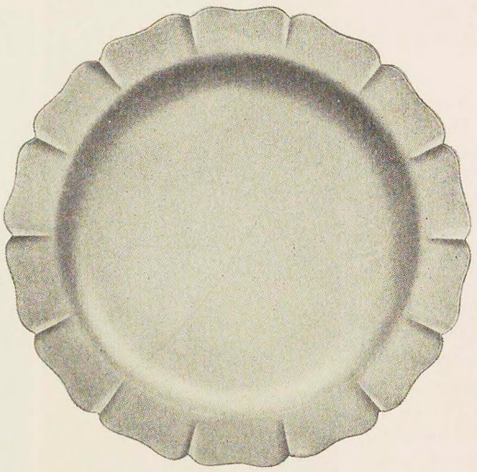
Flagg & Homan Pewter

"Made as it was over 80 years ago"

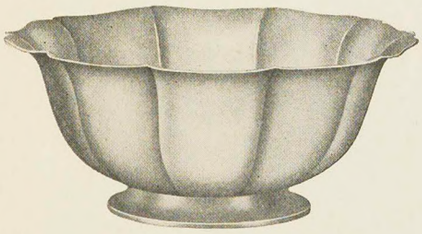
No. 102. Bread Tray



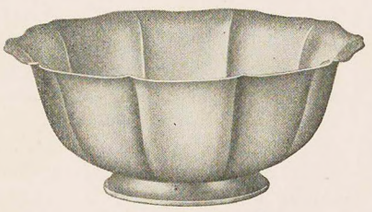
No. 104. Cake Plate



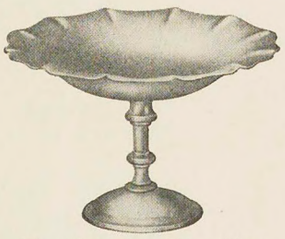
No. 112. Chop Dish



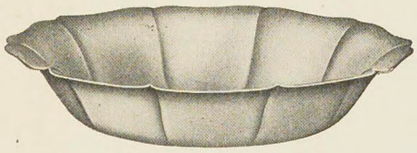
No. 109. Bowl
Diam. 10 inches



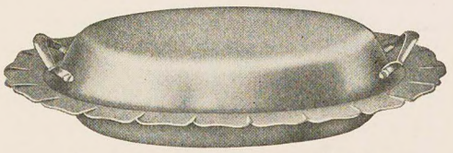
No. 108. Bowl
Diam. 8½ inches



No. 107. Bon Bon Dish



No. 115. Bowl
Diam. 10 inches



No. 103. Double Vegetable Dish

THE HOMAN MANUFACTURING CO.

FOUNDED 1847

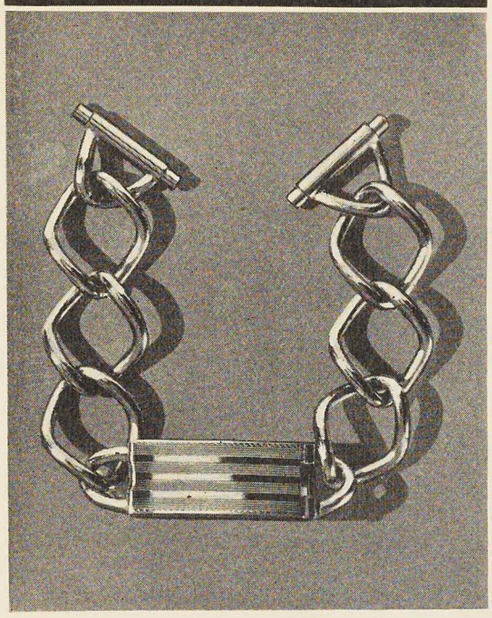
Factory, General Offices and Salesrooms: Findlay Street, Western and Hulbert Avenues

CINCINNATI, OHIO, U. S. A.

New York Salesroom:
15-17 Maiden Lane

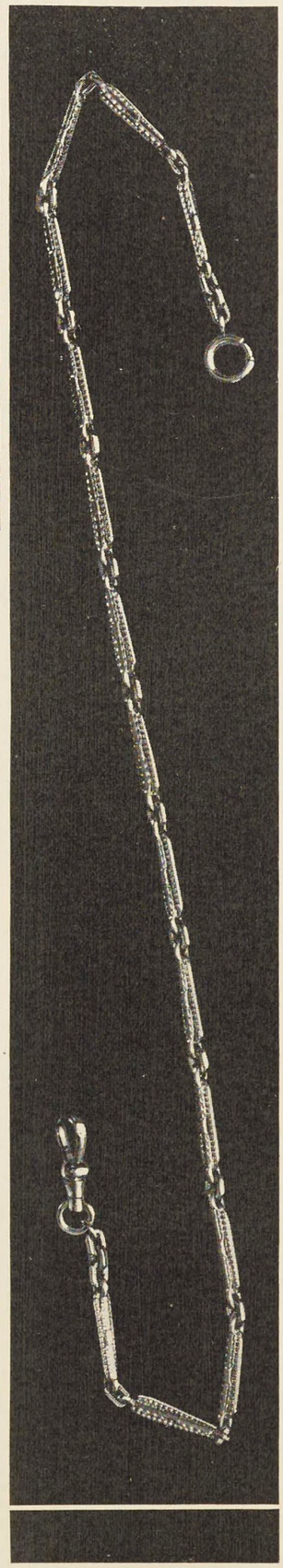
Boston Salesroom:
C. W. Sweetland & Son, Inc.
373 Washington St.

Chicago Salesroom:
Silversmiths Building
10 S. Wabash Ave.



At left—A gentleman's watch bracelet, white gold-filled, 31944, Hollywood type, Keystone list, $6.75.

Below — A fancy white gold-filled Waldemar, 31694, Keystone list, $9.75.



PUT A SIGN ON

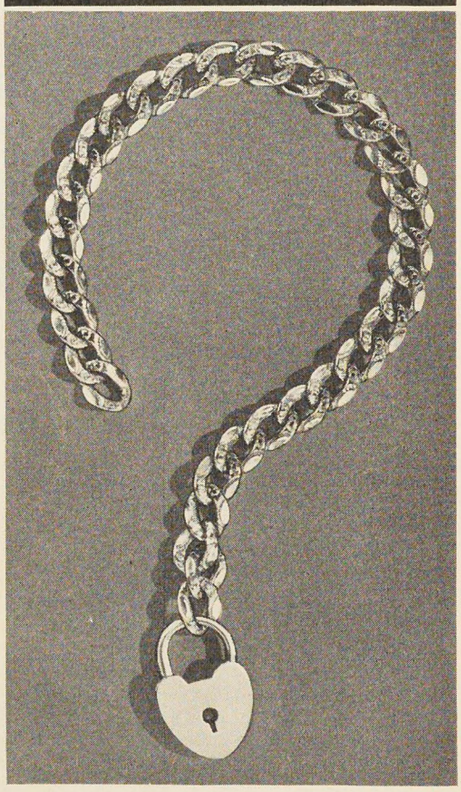
THEIR

BULLETIN BOARD

•

DECORATE

YOUR WINDOW



Above—A white gold-filled Friendship bracelet, Keystone list, $7.

•

SIMMONS

CHAINS AND

NECKLACES

IF YOU want the June graduation business, you have to take steps to get it. The business is there, that's sure. More young men than ever will graduate this June from high schools, universities and colleges throughout the country. Virtually every one of them will be given, or will buy, something with which to remember both the school and the occasion. . . . Sell them a Simmons Chain!

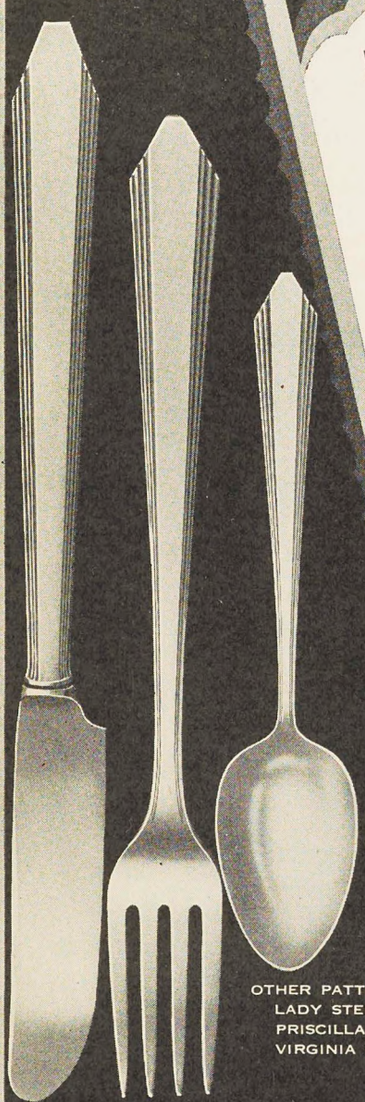
You can go about it in several ways. Have a committee of students select one chain as the official class watch-chain. Feature that chain in your window displays. . . . Place a small and dignified announcement on the school bulletin board. . . . Appoint one student as your representative to take orders. . . . Advertise in the school paper — small space will do. . . . You might even hold a special "watch-chain" week, when a wide assortment of chains, and the official class chain would be on display. . . . Write to parents, suggesting a watch and chain as a gift. Tell them about the special Simmons Chains designed for various fine watches.

All these methods are valuable. There's one other just as important. Whenever a watch is bought—even a wrist-watch—suggest a watch-chain! Whether a man carries a pocket watch or not, it's smart to wear a chain. And you can make it a Simmons Chain! Two sales, instead of one! . . . In addition to watch-chains for men of all ages, Simmons also makes many articles of jewelry for young women—bracelets, necklaces, and the like. Ask your wholesaler to show them to you. Then ask students in to see them! R. F. Simmons Company, *Factory and Executive Office*, Attleboro, Mass. *Branch Sales Offices:* 15 Maiden Lane, New York; 29 E. Madison St., Chicago. *Canadian Distributor:* Jack W. Lees, Excelsior Life Bldg., 36 Toronto St., Toronto, Ontario, Canada.

NEW WEIDLICH LINES for 1930

STERLING SILVER • PEWTER & SILVER PLATED WARE

OUR NEWEST STERLING SILVER PATTERN

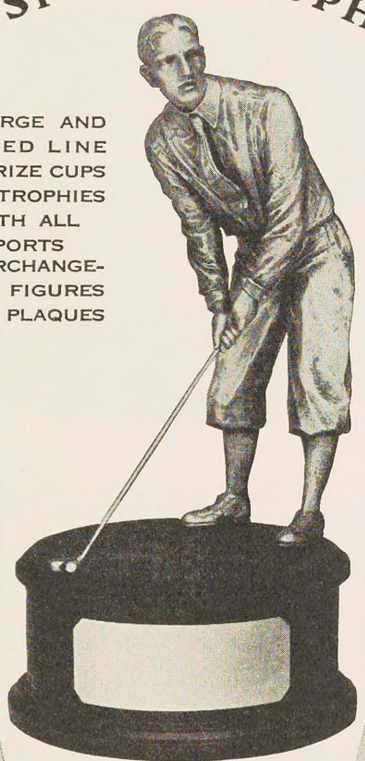


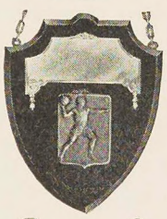
OTHER PATTERNS
LADY STERLING
PRISCILLA STERLING
VIRGINIA STERLING

A COMPLETE LINE OF STERLING SILVER HOLLOW AND FLAT-WARE

ALL SPORTS TROPHIES

A LARGE AND VARIED LINE OF PRIZE CUPS AND TROPHIES WITH ALL SPORTS INTERCHANGEABLE FIGURES AND PLAQUES

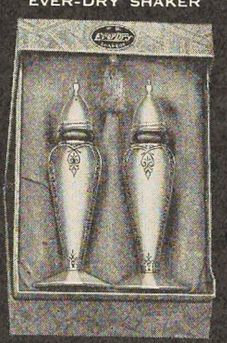




"MAYFLOWER" PEWTER

UPWARDS OF 150 ITEMS IN OUR PEWTER LINE

EVER-DRY SHAKER



DRY SALT ALWAYS. OVER 85 OTHER SALT AND PEPPER DESIGNS

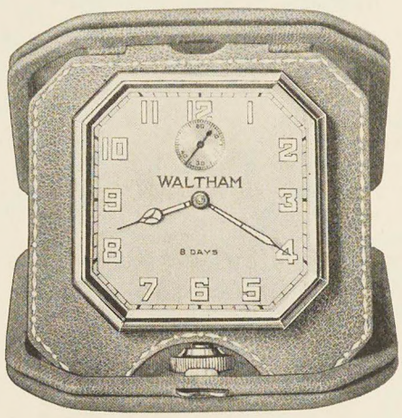
A COMPLETE LINE OF SILVER PLATED HOLLOW-WARE AND FANCY GIFT ITEMS

Weidlich Sterling Spoon Co.,
New York Salesrooms -- 200 Fifth Ave.

The Weidlich Bros. Mfg. Co.,
Factory --- Bridgeport, Conn.

Every Jeweler Values

PRESTIGE WHICH LEADS TO PROFITS



Waltham Folding Leather Clocks combine the highest artistry of leather craftsmanship with the dependable accuracy of the world's best known watchmaker. These may be had in a wide range of models in all colors and shapes to retail at $25 to $35.

THE weight of public confidence in the products he offers is an important factor in maintaining a jeweler's prestige. A name nationally recognized as a mark of integrity and consistent quality is a stimulator of sales.

Such a name is Waltham. Deep-rooted in the traditions of American watch craftsmanship, and public estimation Waltham timepieces stand alone.

Few there are who will not buy a Waltham unhesitatingly and look with confidence to the jeweler who sells it.

Our very complete line of watches and clocks is illustrated and described in a catalogue we will gladly send upon request.

WALTHAM WATCH COMPANY
WALTHAM . . . MASSACHUSETTS

Waltham

FOUNDER · OF · THE · AMERICAN · WATCH · INDUSTRY

The ORIOLE Trademark

Stabilizes Diamond Sales

ONE of the constant quantities in daily commerce is the diamond.

The stock market may go "haywire."

Foreign exchange may rise and fall.

The high cost of high living grows fiercer and fiercer.

But betrothed maidens still must have their diamonds.

When the enamored swain sets forth to buy the engagement ring he stops with confidence before the ORIOLE display.

The Reason?

ORIOLE diamonds are a known, definite quantity. They are branded. They are certified as to their high quality. They are alluringly boxed. They are backed by a house with 37 years of square dealing.

If you want to know all about the ORIOLE line of genuine diamonds and the unique ORIOLE merchandising plan, a request on your letterhead brings full details.

ORIOLE merchants are making money.

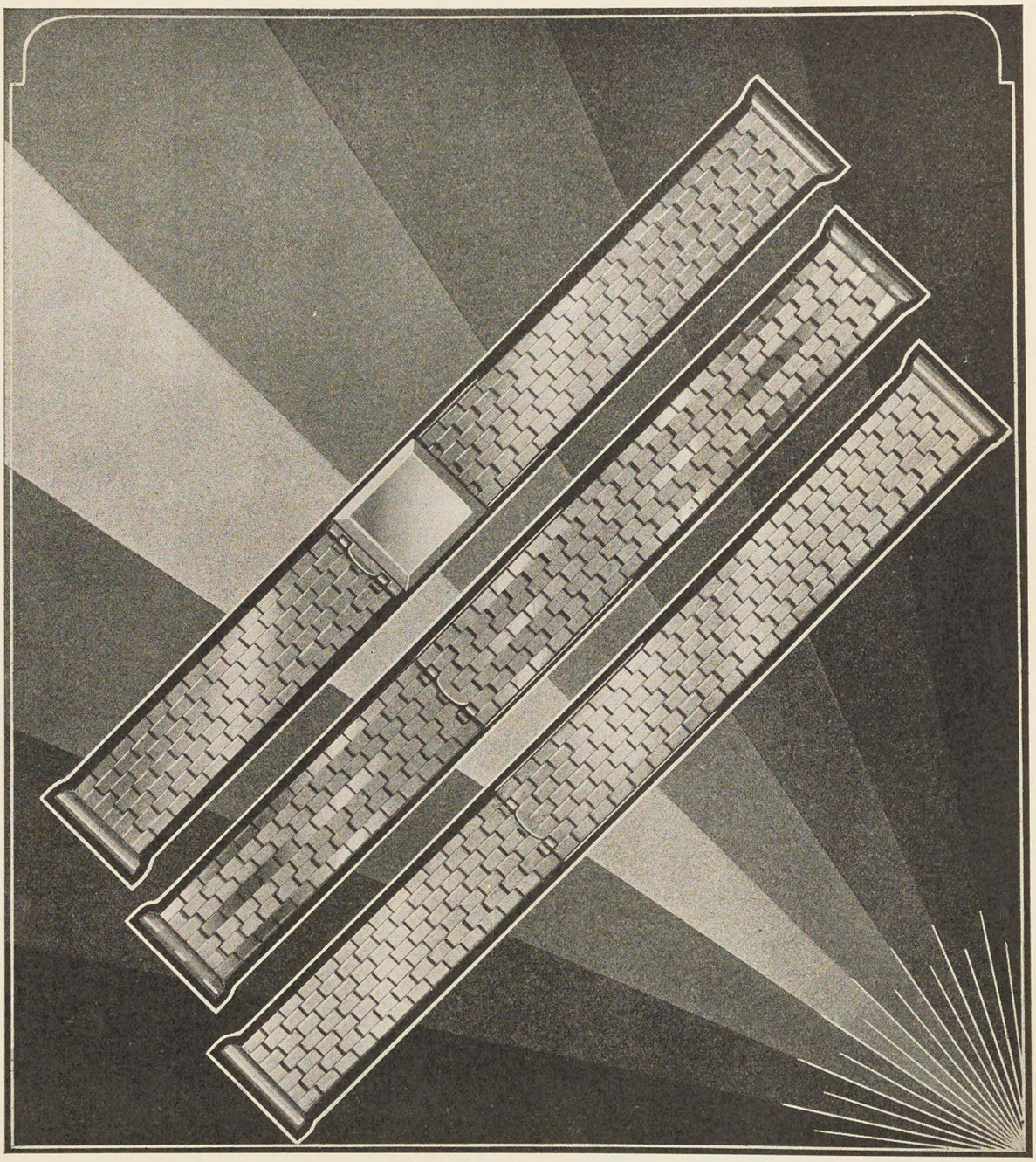
Are you?

J. W. Forsinger Co.

(Established 1893)

31 North State Street - CHICAGO, ILL.

A · PRODUCT · OF · PROVIDENCE · STOCK · COMPANY



Patent Pending

Separable Sections

WE ALSO MAKE
FOR MEN
"Aeronaut"—links.
"Fold-On"—flat buckle.
Styles illustrated:
M1B/12, 1/10th, 14K.
M2/12, Nickel, "Bluwite"
J1/12, 1/20th, 12K.

"MANIFOLD"

Adjustable to Fit Any Wrist

Strong — Comfortable — Pliable

1/10th, 14K. Gold Filled; 1/20th, 12K. Gold Filled and Nickel Silver. White, green or yellow also in "Bluwite" (Chromium plate). Made in plain and striped Butler finish. Patents pending.

Quality for Every Demand

WE ALSO MAKE
FOR WOMEN
"Aeronaut"—links.
"Fold-On"—flat buckle.
"Nancy Lee"—expansion.
(Made in 1/10th G. F.)
"Moderne Beauty"-expan.
(Made in 1/20th G. F.)
"Fair Maid"—expansion.
Made in N. S. "Bluwite"

PROVIDENCE STOCK CO.

100 Stewart Street - - Providence, R. I.

CHICAGO—1209 Heyworth Bldg. NEW YORK—9 Maiden Lane LOS ANGELES—424 So. Broadway

Julius A. Young, President of the H. Morton Company, Oakland, Calif., has a host of friends on the coast as well as other parts of the country, due to his many activities for the uplift of the jewelry business. Continuously over 30 years, as a Guild Member — his Gruen Franchise he assures us, is very highly valued.

"INVITE the retailers to the sales conference"

says

JULIUS A. YOUNG

"MANUFACTURERS with tremendous sales volumes and interests in many cities too often ignore the viewpoint of the retailer who sells their goods.

"If they invited the retail jewelers to their sales conferences, we should probably vote unanimously in favor of policies like these for the watch manufacturer who sells through our stores:

"We should recommend that the watch manufacturer sell only through the better legitimate jewelry stores. This would limit our competition to other good stores only. It would eliminate indiscriminate price-cutting, too, and competition with unscrupulous merchants.

"We should recommend that the line be complete—men's pocket and wrist and ladies' wrist watches — in a wide range of prices. In other words, a line so complete that its brand name could actually represent the entire watch department.

"We should also recommend that a carrying charge be made for time payments in order to place all legitimate jewelers on a parity with concerns specializing in the installment business.

"We should strongly support, too, a plan of selling *direct to the retailer*. This method automatically eliminates the evil of the 'retailing wholesaler' and increases the effectiveness of co-operative sales plans between manufacturer and retailer.

"A policy such as this would be sound in every respect. Such outstanding manufacturers as Gruen have employed it for years to the benefit of their retailers and themselves. That's why I have said so many times before that Gruen is exercising the best judgment of any watch company operating in the American field."

Gruen Guild Watches

Gruen is the only American concern with factories on both sides of the Atlantic, making that part of the complete Gruen Watch in its own factory where it can be made best — thereby giving the greatest value and accuracy per dollar invested.

GRUEN WATCH MAKERS GUILD

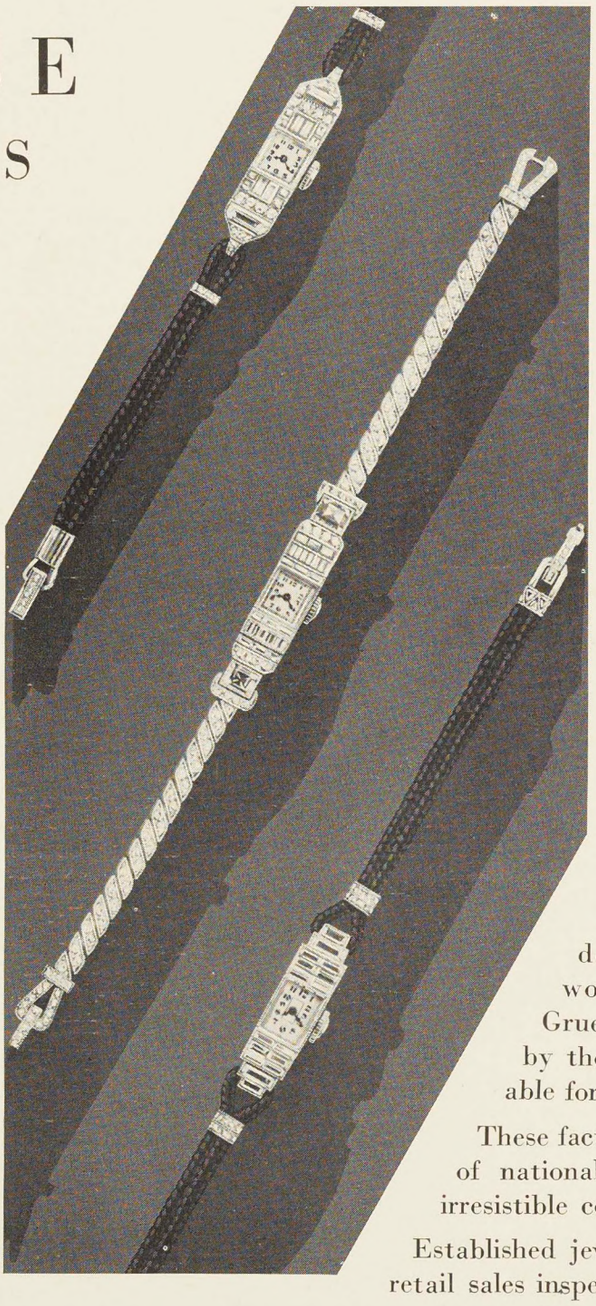
Time Hill · Cincinnati, Ohio

NEW YORK · LOS ANGELES · TORONTO

PARIS · BERLIN · BIEL · GENEVA

Engaged in the art of fine watch making for more than half a century

THESE WATCHES SELL . . . and there's a reason !



THEY embody two features that shatter sales resistance; first, a case of Fifth Avenue refinement in design, material and workmanship; second, a Gruen movement recognized by the public as most desirable for an accurate timepiece.

These factors, with a background of national advertising form an irresistible combination.

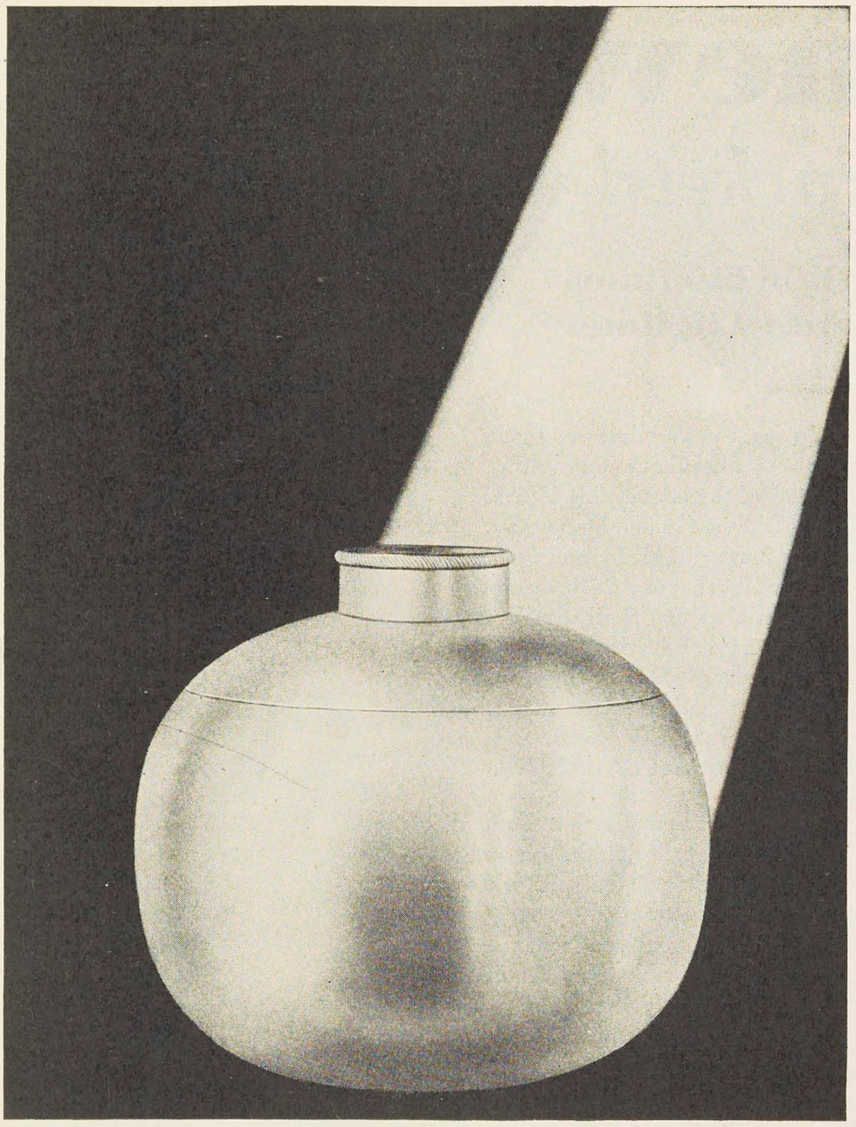
Established jewelers may arrange for retail sales inspection.

THE FIFTH AVENUE PLATINUM SHOPS

Division of the Gruen Watch Makers Guild

15 WEST FORTY-SEVENTH STREET, NEW YORK

PARIS OFFICE : 20 RUE DE LA PAIX



THE BOMB has always been the sensation of the Rumidor line . . . and now, in response to many requests, we are offering the Bomb in copper, bronze, silver plate, enamel (in colors) and gold plate.

The price range on these five metals and finishes is so wide that it enlarges the market for the Bomb — and gives every Rumidor retailer a greater opportunity for sales and profits.

GENUINE 12-YEAR-OLD RUM IMPROVES SMOKES . . . Rum-vapors from solidified rum keep tobacco rumid — in prime condition with a rich flavor. The rum-feature plus the beauty of the Rumidor has made it the best known, the most talked about and most profitable smoker-necessity.

SALES FROM RUM REFILLS ARE LIKE GETTING A PENSION. Rum refills sell for 25¢ — four in a box for $1. Every Rumidor sale starts a stream of these 25¢ and $1 sales . . . automatic profits, "like a pension," says one dealer who keeps a standing order for refills.

Display the Bomb. Display the refills. Use your Rumidor catalog. If you haven't one let us send you our new 1930 edition.

RUMIDOR BOMB

Copper, $9. Bronze, $10. Silver Plate, $15. Enamel, red and black, silver and black, $15. Gold plate, $22.50.

THE RUMIDOR CORPORATION

193-201 Hackensack Ave., Weehawken, N. J.

New York Sales Office, 501 Fifth Ave.

THE RUMIDOR SILVER BOMB

has inspired four other metals • • • • in the same SHAPE

Two new *Sheaffer Markets!*

New 3-in-1 Convertible Lifetimes° and New Petite Lifetimes°

Identify the Lifetime° pen by this white dot

After waiting to devise a convertible set that *increases* dealer profits, Sheaffer announces the supreme development of the convertible idea—the 3-in-1 Balance° Lifetime° Combination Set. 1, it's a pocket pen; 2, it's a desk fountain pen; 3, each has BALANCE°, that exclusive Sheaffer sales feature in which more than a million advertising dollars have been invested, upon which millions in dealer profits have been made. Sell a convertible set that's worthy of a Lifetime° guarantee, that increases profits, and has the valuable sales feature of BALANCE°.

Sheaffer strongly recommends that both the Balance° Lifetime° pocket fountain pen and the Balance° desk fountain pen be sold wherever possible, thereby netting two profits and gaining customer satisfaction, and that when a 3-in-1 Balance° Lifetime° Combination Set is sold a base should be included.

* * * * *

Some dealers say many folks appreciate the Balance° Lifetime° but want it in smaller size. So here is the Petite Lifetime° line, with all the grace of contour, sturdiness of nib and substantial excellence of the grown-up Balance° line. An overnight success with students, women, and men who want inconspicuous but high quality writing instruments. Here's a new market opened up! No longer need you drop to a lower priced Sheaffer when your customer wants a smaller-sized pen and pencil! The Petite Balance° Lifetime° line fills an existing need in every dealer's pen case. Order enough—you'll be surprised at the way they go.

Sheaffer's Petite Lifetime° line. Black pen, 74MC, $7.00. Petite pencil to match, LMC, $3.00. Black and Pearl DeLuxe pen, $7.75; pencil, $3.50. Complete Lifetime° nib line. Also 5-30 nib line, priced $5 up for the pens.

Sheaffer's 3-in-1 Balance° Lifetime° Convertible Black, and Black and Pearl, with complete Lifetime° nib line, $8.25 and $9.50. Also with 5-30 nib line, $5.00 and $6.00.

SHEAFFER'S

PENS·PENCILS·DESK SETS·SKRIP

W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA, U. S. A.
New York · · · Chicago · · · · San Francisco
W. A. Sheaffer Pen Co. of Canada, Ltd. · · 169-173 Fleet St., Toronto, Ont.
Wellington, N. Z. · · Sydney, Australia · · London, Eng.

°Reg. U. S. Pat. Off.

© W. A. S. P. Co., 1930

Four-piece Ensemble, $24. Others lower.

Six-piece Ensemble, $40. Others lower.

Proud moment—proud gift!

Graduation, or any other "greatest occasion," comes but once; give graduation gifts that will be used and cherished as long as memories live! Each of Sheaffer's Balance° Ensembles is a complete writing outfit. Each has fresh styling, new contour, and a balanced, sprightly "feel," and the entire ensemble is in perfect harmony. Matched writing equipment is the vogue. Every Lifetime° pen is unconditionally guaranteed against everything excepting loss for the owner's lifespan. Every hand is satisfied with a Lifetime° point designed for it alone. Try Balance° writing and know why Sheaffer's outsell all others.

At better stores everywhere

SHEAFFER'S

PENS·PENCILS·DESK SETS·SKRIP

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U. S. A.

New York · · · · · Chicago · · · · · San Francisco

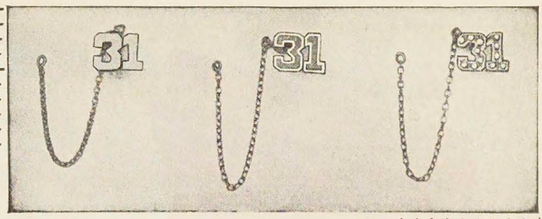
W. A. Sheaffer Pen Co. of Canada, Ltd. 169-173 Fleet St.—Toronto, Ont.

Wellington, N. Z. · Sydney, Australia · London, Eng.

°Reg. U. S. Pat. Off. ©W. A. S. P. Co., 1930

SAFETY SKRIP, SUCCESSOR TO INK, SKRIP-FILLED, 50c TO $10.

Every literate person between the ages of five and one hundred should have a package of Safety Skrip—saves furniture, rugs, clothing, keeps the fluid fresh, makes all pens write better.

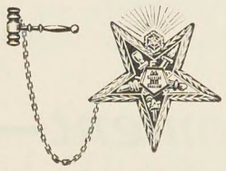


Lodge Jewels and Emblems

A Birthday or Remembrance Gift of rare appreciation for the Lodge Member.

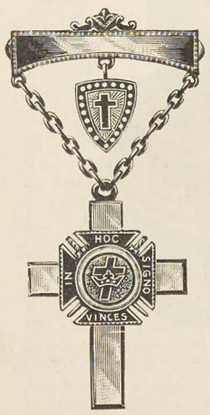
Jewels made to order, of the very highest quality, craftsmanship and finish.

Class Numerals and Athletic Emblems for any event or team. Made in solid gold or gold filled. Especially in demand at this season.



Be sure your stock is adequate to meet the demand . . .

Sold Through the Wholesale Trade



HARVEY & OTIS

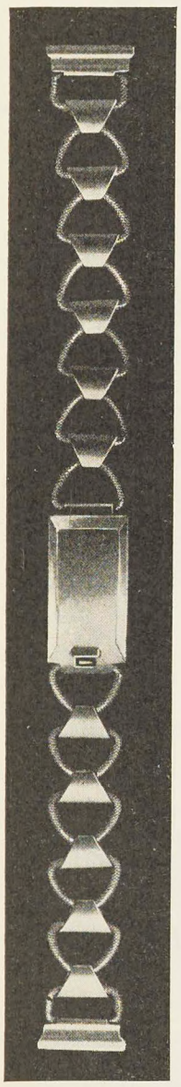
PROVIDENCE, R. I.

Chicago Office
Heyworth Building

Los Angeles Office
Broadway Central Bldg.

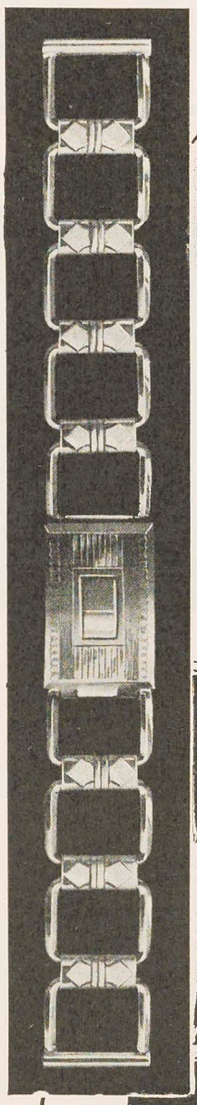
"The ACE *of* Watch Bracelets"

No. 91



AVIATOR

No. 92



WITH FOLD-OVER CENTER
(Adjustable)

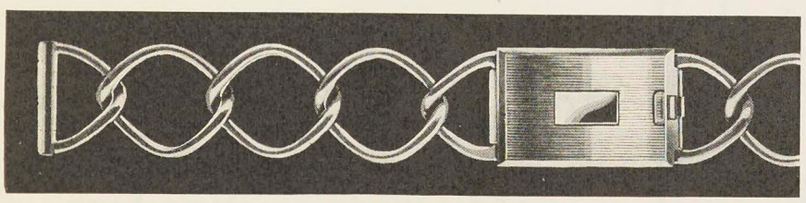
Continues to set new selling records . . . two brand new models, one for women and a popular Square Link Pattern for men . . . these will be in immediate demand . . . like all Armbrust products, they are priced "right" and allow liberal margin for Wholesaler and Retailer.

The open link makes for comfort and style — no springs . . . greatly reducing the repair nuisance . . . all models in Gold Filled or Chromium plate . . . Write your Wholesaler for an assortment . . . if he can't supply you, write us.

SOLD THRU THE WHOLESALE TRADE

ARMBRUST

No. 88/1



ARMBRUST · CHAIN · CO.

PROVIDENCE · · · · RHODE · ISLAND

LOS ANGELES, CAL. CHICAGO, ILL.

A TRIUMPH

The
"TRUE-LOVE"
Series

Supplied in three popular widths 2m/m—2½m/m—3m/m.

Width "C"

A domed and beveled ring. The side wall is delicately engraved and the domed top is beautifully carved and chased in a unique heart and flower design. It is appropriately named "True-Love."

Width "B"

Width "A"

Prices in 18K. W. G.

A–2 m/m—$3.00 each
B–2½ m/m—$3.75 each
C–3 m/m—$4.50 each

Platinum Prices on Application

Dealer Help Service

With every order of one dozen Wedding Rings, we offer free of charge the following advertising helps:

1000 mailing pieces imprinted with your name and address.

Mats for newspaper advertisements. Electros for direct-mail.

No two jewelers in the same city will receive similar advertising helps.

Fill in Coupon on Opposite Page

'HAND CARVED, CHASED AND ENGRAVED"

New Wedding Rings

A triumph indeed !

Months of painstaking effort were required to perfect these truly fine wedding rings. Now we present them to the trade as examples of craftsmanship of the highest calibre.

The designs are new, modern in style, possessing the smartness and quaint charm that only a hand carved ring can have.

Every ring is individually carved, chased and engraved by hand. Because all Bristol rings are deeply carved, they retain their beauty and lustre, and give longer wear, assuring complete consumer satisfaction.

. . . . and they are moderately priced.

Send inquiries regarding these rings and advertising helps direct to us. Orders will be shipped and billed by your wholesaler.

Sold Thru Wholesalers Only

Embossed Price Tags on every Ring

Bristol Seamless Ring Co.

Main Office and Factory

123 Liberty St., New York

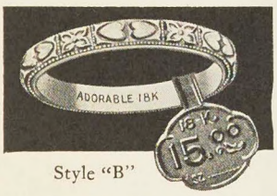
BRISTOL

BY BRISTOL

Style "A"

The "Adorable" Series

A beveled ring . . . . modern in style and design. Supplied in one width only, but in four distinct patterns—A, B, C and D. They are similar in character, yet each one is finished differently, so as to appeal to a variety of tastes.



Style "B"

Platinum Prices on Application

Price in 18K. White Gold

2½m/m—$4.00

Style "C"

Style "D"

BRISTOL REPRESENTATIVES

NEW YORK: . . . A. H. Disbrow . . . 9-11 Maiden Lane

MID-WEST: . Herman R. Holzner . 31 N. State St. Chicago Ill.

PACIFIC COAST: A. H. Bullion Co., Inc. 717 Market St. San Francisco, Calif.

TRAVELING REPRESENTATIVE, Eastern States: S. C. Steinmann

RINGS

Width "C"

The "TREASURE" Series

Supplied in three widths. 2m/m — 2½m/m — 3m/m.

Simple in design, possessing that graceful appearance which is characteristic of the Bristol hand carved rings. An added feature is the rounded walls to prevent chafing of finger.

Width "B"

Prices in 18K. White Gold

A–2 m/m—$3.00 each
B–2½ m/m—$3.75 each
C–3 m/m—$4.50 each

Platinum Prices on Application

Width "A"

Read "Dealer Help Service" opposite page

Attach COUPON to your letterhead and mail

Bristol Seamless Ring Co., 123 Liberty Street, N. Y. K

☐ Please tell me more about your dealer co-operation.

☐ Enter our order herewith attached, and send us:

☐ 1000 Mailing pieces.
☐ Electros ☐ Mats

☐ Wholesaler ☐ Retailer

My Wholesaler's Name .....

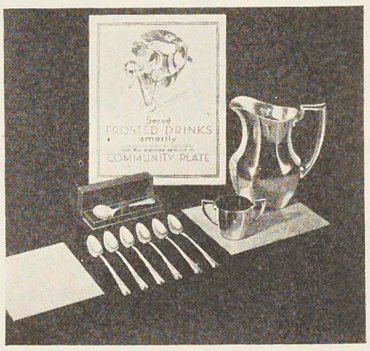
My Name .....

Address .....

"REFINEMENT AND PRICE COMBINED"

FROSTED DRINKS

Approved Selection
Six Iced Tea Spoons
One Sugar Spoon
One Dessert Sugar Bowl
One Water Pitcher

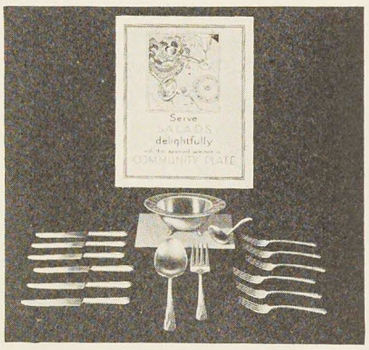


BERRIES

Approved Selection
Six Tea Spoons
One Large Berry Spoon
One Sugar Spoon
One 3-pc. Dessert Set

SALADS

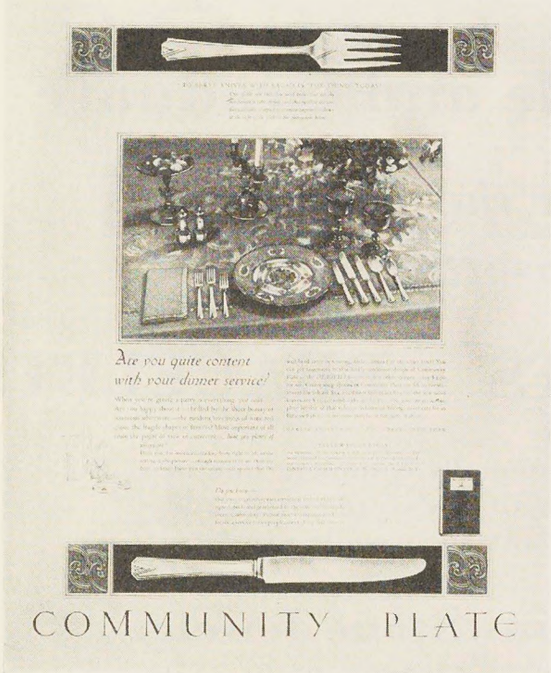
Approved Selection
Six Individual Salad Forks
Six Hollow Handle Salad Knives
One Mayonnaise Ladle
One Mayonnaise Bowl
One Large Cold Meat Fork
One Large Berry Spoon

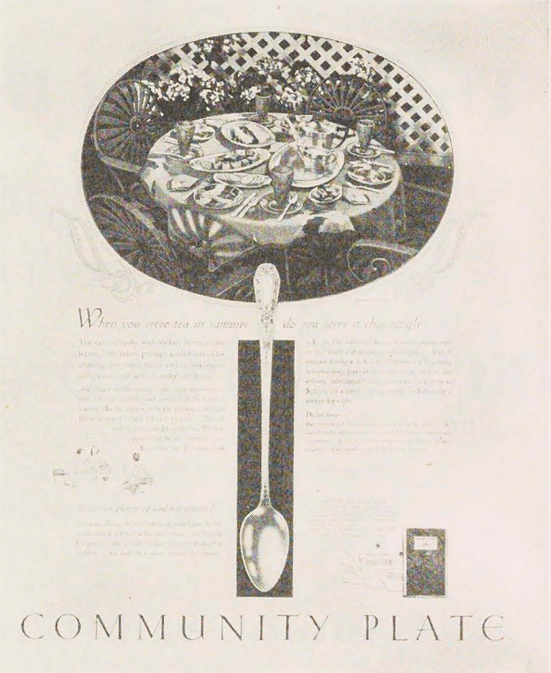


THESE selections of approved Correct Service Pieces in COMMUNITY PLATE are part of a plan that means extra summer and year-round Gift Sales and Profits for you. They are just the pieces your customers will buy, if you feature them effectively. This plan shows you how to feature them—with free Display Cards in colors, free Gift Boxes, and free Newspaper Advertisements. Write for full details of the plan to ONEIDA COMMUNITY STUDIOS, Oneida, N. Y.

Behind this plan is the selling power of COMMUNITY PLATE'S *magazine advertising campaign to 34,000,000 people—tied up with full-color advertisements illustrating Correct Service pieces.*

COMMUNITY PLATE





COMMUNITY PLATE *Advertising*
Backs Up Your Summer Selling

Full pages in color, featuring Correct Service Pieces to 34,000,000 people, are part of the COMMUNITY PLATE plan to develop your seasonal sales. When you feature the new Approved Selections in COMMUNITY PLATE for serving Salads, Berries and Frosted Drinks, you tie up with the selling power of the COMMUNITY PLATE National Magazine Campaign. This plan to increase your Summer profits also includes free Display Cards in color, free Gift Boxes and free Newspaper Advertisements. Write for details to ONEIDA COMMUNITY STUDIOS, Oneida, New York.

COMMUNITY PLATE

May and June

The Season of Bride and Graduate

A period of profit for the Jeweler with an attractive assortment of

NECKS • PENDANTS • BRACELETS

We have at this time an exceptionally complete line of pearl jewelry in single, double and triple strand necks and bracelets. Fancy drops and pendants in an endless variety.

Genuine Semi-Precious Stone Jewelry

with marcasite is also meeting with an enthusiastic reception at this time. We carry a complete stock of necks—pendants—bracelets and rings in Amethyst Quartz, Rose Quartz, Chrysoprase, Carnelian, Black Onyx, Lapis, Chalcedony and all the other popular stones.

Complete Line of White Gold Wedding Rings

Come into our showroom today, and see the seasonable, profitable merchandise that will be bought this Spring and Summer.

AMERICAN WATCHES ONLY

ELGIN - HAMILTON - WALTHAM - ILLINOIS

M. SICKLES & SONS

Established 1857

Sickles Building - - - 904-6 Chestnut Street

PHILADELPHIA, PA.

ROBERT BRUCE

(A FLATWARE DESIGN)

by

GRAFF, WASHBOURNE & DUNN

The design is a faithful reproduction, even to the three-tined forks, of an Ancient Norman pattern. It is in a class of its own, and is not offered as a competitor of commercial flatware. Its character is so unusual as to appeal to those of culture and refinement who desire a plain pattern which is "different."

The strength of the design requires a masculine name which matches its strong beauty. By happy coincidence, the name of Bruce is found to have originated in Normandy, from whence the Bruces crossed to England with William the Conqueror.

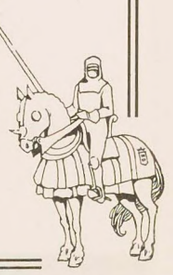
GRAFF, WASHBOURNE & DUNN

Fine Silversmiths

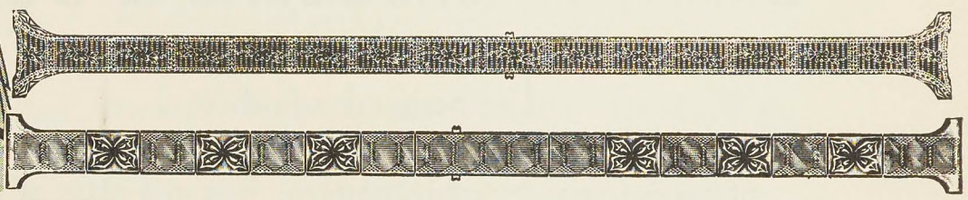
142 West 14th Street · · · New York City

As distribution will be carefully regulated and restricted, it is suggested that descriptive folder and other information be inquired for promptly.

TRADE MARK



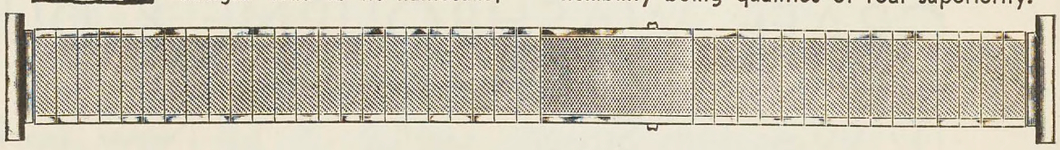
MARY LOU
LADY LOU



MARY LOU, a distinctive new watch bracelet for ladies, created especially for the woman who discriminates most carefully when planning her harmonious ensemble. Featured are the new delicately-pierced designs (of which only one is shown), the unique type of expansion link, the thin yet sturdy construction, and the famous fold-over, locking center.

And here is LADY LOU, ever popular with those who prefer the more solid designs. Brilliantly engraved, this bracelet is turned out in a variety of patterns and two-color effects to match the new watch cases.

THE WELLINGTON itself needs no introduction, and here we present it in a new design. True to its namesake, THE WELLINGTON has proven a leader among men's watch bracelets, its lightness and strength, interchangeable links, and unusual flexibility being qualities of real superiority.



SMITH & CROSBY
ATTLEBORO + + + MASS.

TRADE S&C MARK REGISTERED

RONSON

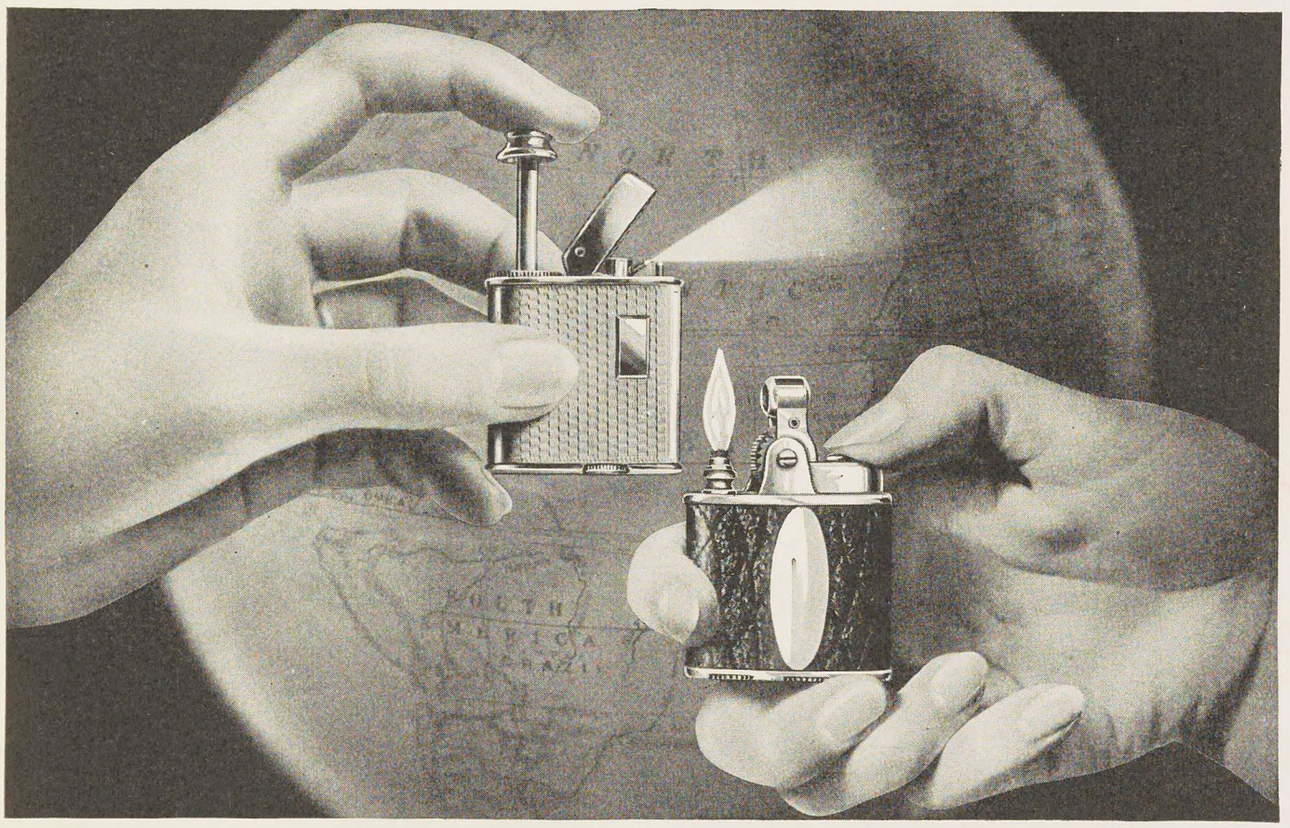
TRADE MARK REG. FULLY PATENTED. OTHER PATS. PENDING

Perfu-Mist

"PRESS, Presto, Perfume!"

• The great week-end necessity •
• advertised all summer long •

¶ A tremendously powerful advertising campaign is behind the Ronson Perfu-Mist, the perfect purse-size perfume spray. ¶ Ads appear all summer long in Ladies' Home Journal, Woman's Home Companion, Pictorial Review, Cosmopolitan, Photoplay, College Humor, New Yorker, Vogue, Mayfair, MacLean's, and Theatre Programs. ¶ Show the Perfu-Mist and it sells on sight! ¶ Have you a complete assortment including new styles and models at $5. up? ¶ *Place your order at once!*



• The world's greatest lighter •
• Leads the world in sales •

¶ Your investment in Ronsons is sure-fire—the public wants Ronson perfection and Ronson advertising never lets up *reminding* people to buy!

¶ Put Ronsons in your window and on your counter!

¶ Be sure your selection is up-to-date, with new styles and special Home Models on display as advertised in Saturday Evening Post, Collier's, American, Judge, Life, Elks, MacLean's and other leading periodicals of the U. S. and Canada.

Write or wire us at once for illustrated Ronson catalogues and price lists—ask us for the names of nearest Ronson Service Distributors. Don't delay—do it now!

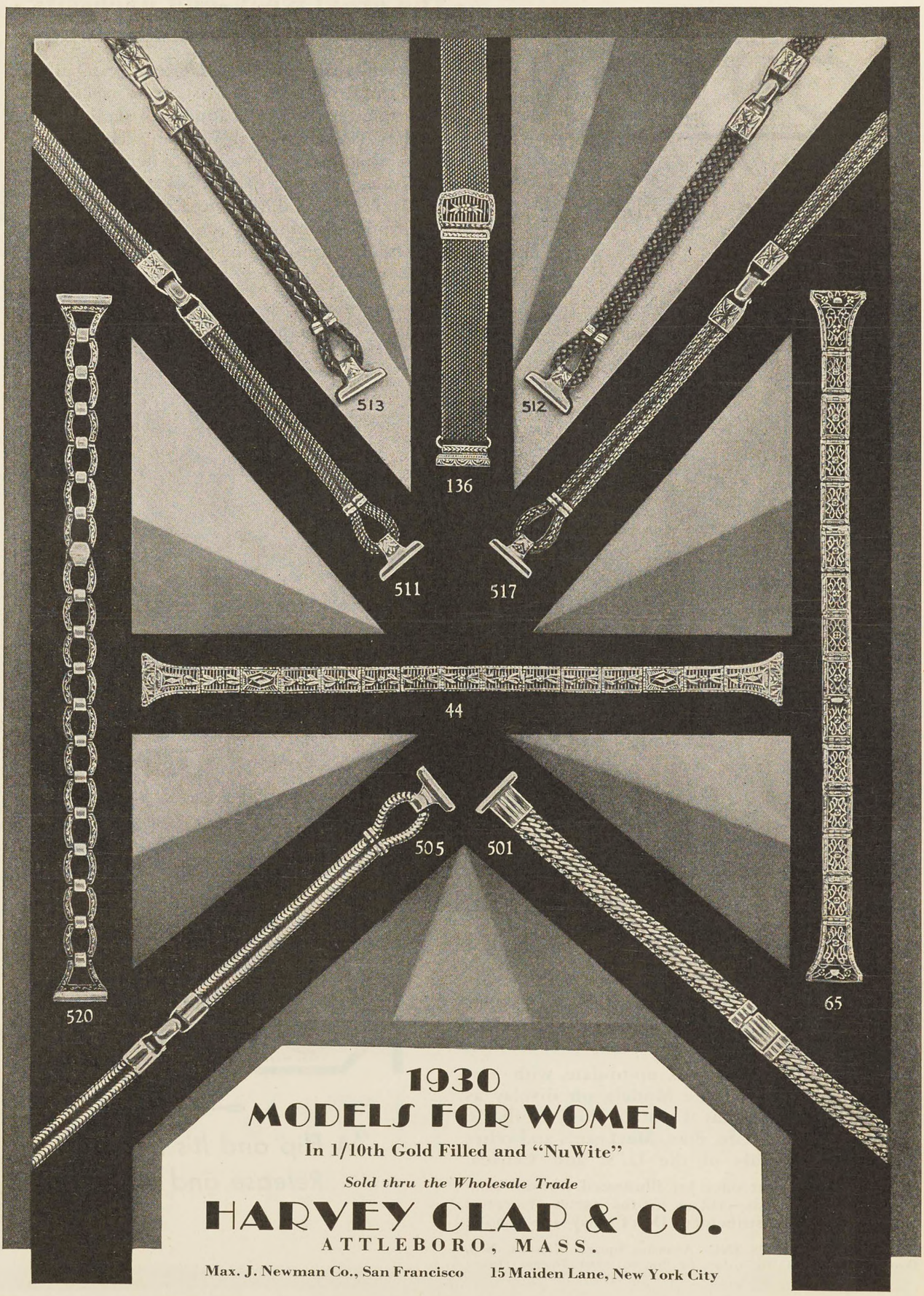
ART METAL WORKS, INC., Aronson Square, Newark, N. J.
Dominion Art Metal Works, Ltd., 64 Princess Street, Toronto, Ontario

RONSON

TRADE MARK REG. FULLY PATENTED. OTHER PATS. PENDING

De-light

"A Flip and It's Lit
Release and It's Out!"

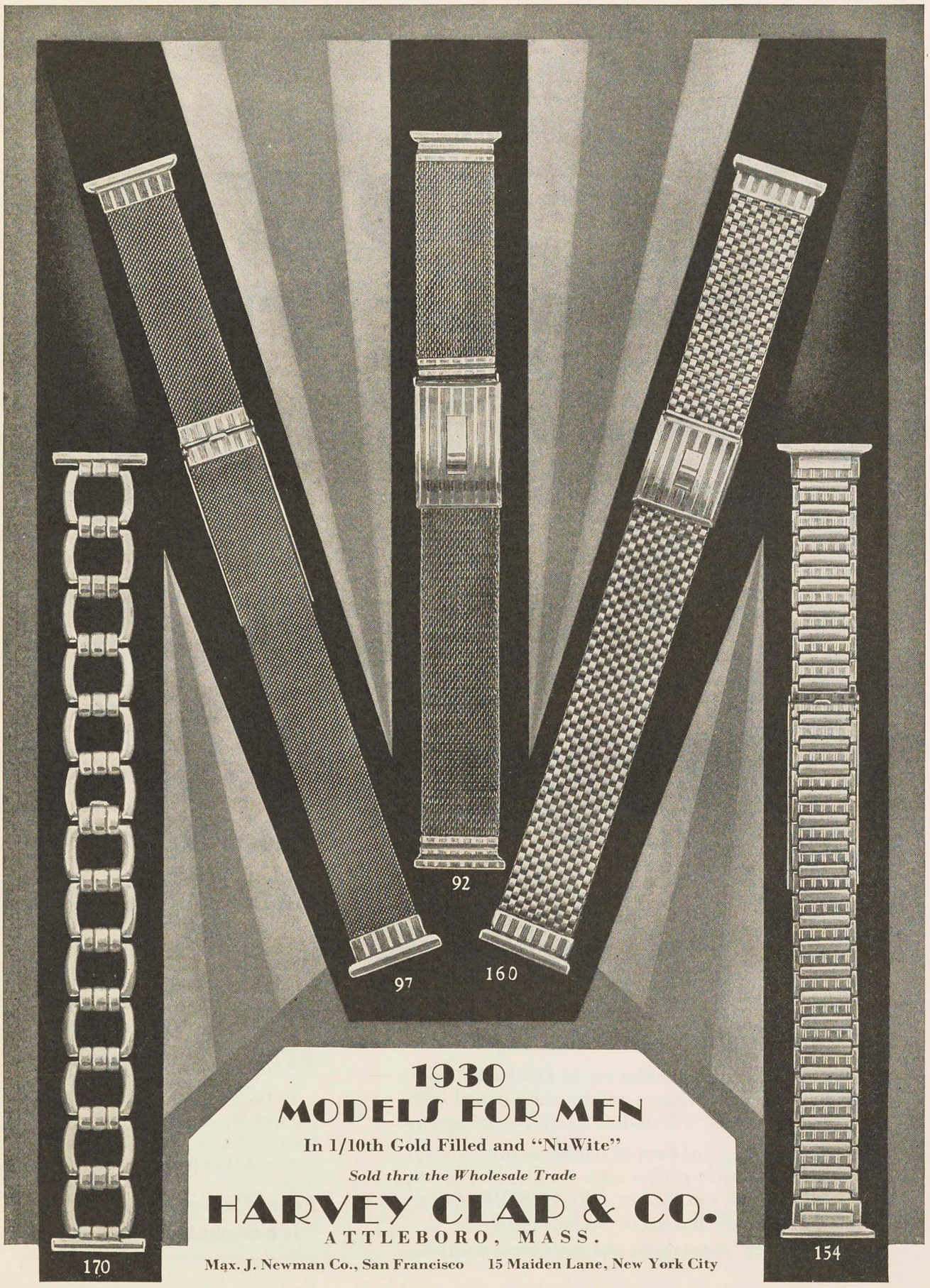


1930
MODELS FOR WOMEN
In 1/10th Gold Filled and "NuWite"

Sold thru the Wholesale Trade

HARVEY CLAP & CO.
ATTLEBORO, MASS.

Max. J. Newman Co., San Francisco 15 Maiden Lane, New York City



1930
MODELS FOR MEN

In 1/10th Gold Filled and "NuWite"

Sold thru the Wholesale Trade

HARVEY CLAP & CO.

ATTLEBORO, MASS.

Max. J. Newman Co., San Francisco 15 Maiden Lane, New York City

"GO EXCLUSIVE WITH PARKER"

NEWS! from Parker of Course

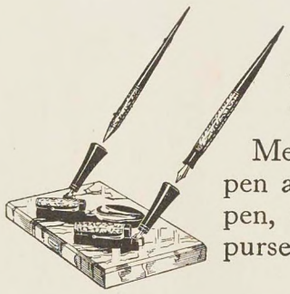
NOW...

A Convertible Pencil*—

As Well as a Pen—

in a Fountain Pen Desk Set

...Each, Instantly Convertible for Pocket Use, As Well



Men asked us for a convertible pencil to use in their pockets and with their Desk Sets, to match their convertible Parker Pens.

Men and women wanted a Desk Set combining both pen and pencil for instant use. A pencil, as well as a pen, that could be slipped from its desk socket into purse or pocket for use "on the go."

IMPORTANT

★ *All Streamlined Parker Duofold Pens and Pencils in your stock are convertible—simply by adding tapered tip which comes with the desk base.*

Desk Duette Set With Convertible Pencil and Pen

Now Parker announces both—and both, exclusive!

A "Convertible" Pencil, Too

A pencil for pocket—that sets, like the pen, inconspicuously low. That combines grace and beauty with tireless writing. That "converts" instantly to a lovely tapered pencil for Desk Set by changing pocket cap for tapered tip.

And a New-Type Desk Set

And, *too*—a new-type desk base with special socket to hold a Pocket Parker Pencil, matching the Parker Pen, for instant use of either in office or home.

New Business—New Profits

41.6% of Parker Pencil sales are in Duette Sets with Pens. Now a *new* sales reason will increase pencil sales. A new-type Desk Set will double Desk Set prospects!

Parker pioneers again! Proved selling features always. *First* with NEWS that makes sales simple. Every item strongly advertised. Go Parker EXCLUSIVE and get ALL the Pen, Pencil and Desk Set business.

And earn Parker's extra profit-sharing checks each year.

26,000,000

Pocket Parker Pen Owners Are Prospects for Parker Desk Sets

No other pen gives you this ready-made business. Parker Pen owners—26,000,000 of them—own "half-a-Desk-Set" now. They need but a base to have a fountain pen Desk Set. Free tapered tip is included.

To Desk Set customers, a pocket cap with clip is given as well as the tapered tip, to insure the double service of their pen.

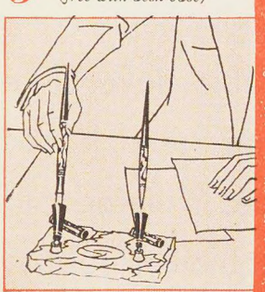
Every Parker Duofold Pen Is Guaranteed for Life!

From a Pocket Duofold To a Desk Duofold (and vice versa) ...in 10 Seconds

1 *To change your Pocket Parker to a Desk Parker*

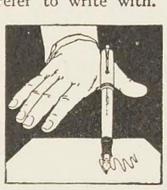
2 *Remove the pocket cap with clip . . .*

3 *Substitute the tapered tip (free with desk base)*



4 *Use the same point you prefer at desk, as well*

The same pen for office or pocket and always the point you prefer to write with.



PARKER PRESSURELESS TOUCH

Again Pen Makers Confirm Parker's Leadership

Imitation Convertibles Muff the Main Idea, Which is to REDUCE Your Stock Investment—Not Increase It

Parker convertible Pens fulfill several important profit-functions in your store that no other makers can approach.

So-called 3-in-1 convertible pens are actually 1-in-3 pens. For instead of increasing your chances to make sales with a smaller stock, they triple your stock necessary to make the same number of sales. You have to carry a third pen to offer convertibility.

1st; a special pocket pen only
2nd; a special desk pen only
3rd; a special convertible pen
} 1 in 3—not 3 in 1!

Parker Pens reduce stock investment—one Pen fulfills the need for pocket or for Desk Set.

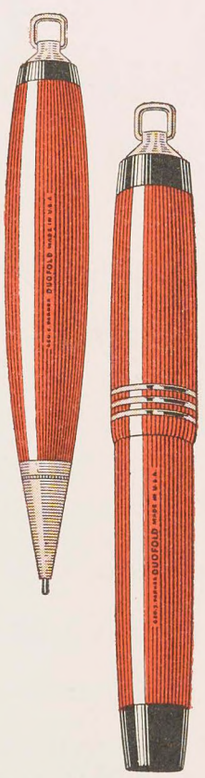
One Stock For All Needs

Actually you have to carry three of the imitation convertible pens to make one profit. While Parker's "like 2 Pens for the price of one" makes 2 sales instead of one—a Pen and a Base.

Parker gives pocket cap and tapered end with Desk Sets. Imitators sell the taper to you—to resell (making the sale harder) or to pay for yourself (reducing your profit).

Don't be misled by imitation convertible pens. Instead, go "Parker exclusive"—one stock of Pens, all convertible. One stock of Pencils—all convertible. Push Parker products for proved profits.

THE PARKER PEN COMPANY
Janesville, Wisconsin



Now—Vest-Parkers

Newcomers in the Parker family. Pen ($5.00) and Pencil ($2.50), Duette Set ($7.50). With Desk Base, from $15 up. They snuggle comfortably in the hand for perfect writing—cuddle like a latchkey in purse or pocket. Together they weigh ¾ ounce! In matched colors same as larger Duofolds.

Parker Duofold

PEN GUARANTEED FOR LIFE

Features of all Parker Duofold Pens

17.4% Greater Ink Capacity Than Average, Size for Size.
28% Lighter Than Rubber.
Beautiful Streamlined Shape Sets Low in Pocket—Clip is at Top, not halfway down the cap.
GUARANTEED FOR LIFE.

ANNOUNCING

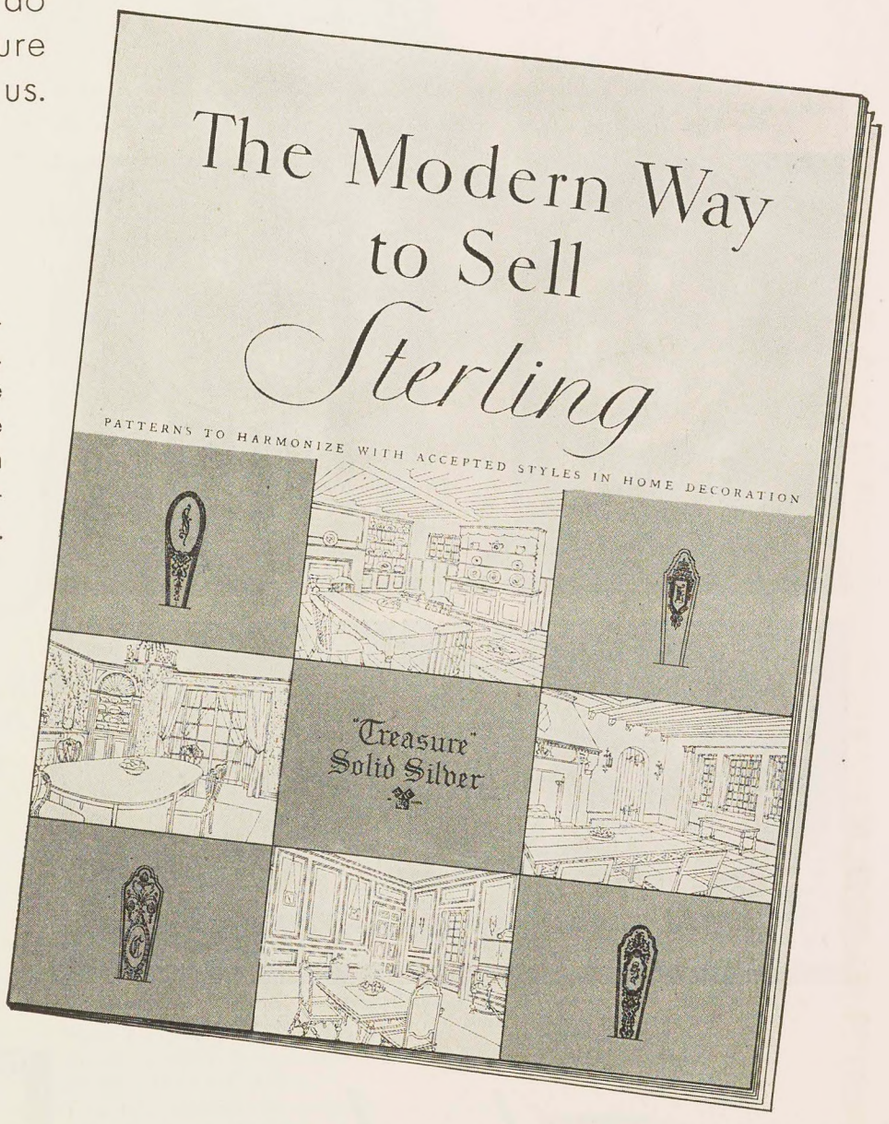
THE MODERN WAY TO SELL STERLING

● ***A New Influence*** has entered into the making and selling of tableware. Purchasers of fine silver who have always desired artistry and fine workmanship in Sterling, now demand something more . . . silver to harmonize, in mood and motif, with the decorative plan of their homes. ***A Style-Conscious Public*** is becoming increasingly sophisticated in matters of design. Your best customers are building homes in certain period styles . . . choosing furniture, hangings, china, to blend with these decorative schemes . . . selecting solid silver, that most treasured of appointments, not only for its beauty, but also for its suitability to a particular ensemble. ***Several Years Ago,*** Rogers, Lunt & Bowlen sensed the beginnings of this new trend. It seemed to us logical to consider the tastes of the people as expressed in the decorative treatment of their dining rooms, and to provide them with tableware appropriate to these prevailing styles in furnishing. Today every pattern in ***Treasure Solid Silver*** is designed with the ensemble idea in mind, to meet the new demands of the most discerning hostess. We have prepared a very interesting and valuable treatise on the new influence in buying, in the form of a beautiful brochure entitled ***"The Modern Way to Sell Sterling".*** Therein is pointed out just what decorative styles are important in America today; demonstrating why they may safely be expected to continue in acceptance, and showing how the Jeweler can capitalize this modern appeal of related design.

The old way of selling silver is passing. Today calls for an understanding of design and its relation to the home—Ensemble selling is here! And the modern Jeweler recognizes the importance of having his sales-people properly informed in Silver and Design, and their relation to modern homes in good taste.

"The Modern Way to Sell Sterling" will be mailed to all Jewelers who carry "Treasure" Solid Silver in stock. If you do not receive your brochure promptly, please notify us.

"Treasure" Solid Silver
STERLING 925/1000 FINE



Herein are illustrated lovely modern dining rooms, tastefully furnished in the important decorative styles, with tables set with Sterling Silver in the correct, harmonizing pattern.
Actual size of brochure
10½" x 14½"

ROGERS • LUNT & BOWLEN CO.

SILVERSMITHS ● CREATORS OF DISTINCTIVE TABLEWARE ● GREENFIELD, MASS.

"NEW TIME FOR NEW HOMES"

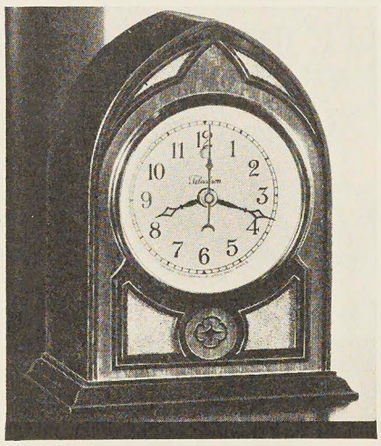
is making May and June profitable months for Telechron Authorized Dealers . . . . .

THE Warren Telechron Company has prepared a complete and comprehensive sales promotion campaign for its dealers to use during May and June —the months when wedding bells work overtime. Called "New Time for New Homes," it is aimed directly at the bride market—at the guest who buys presents for the bride — at the bride who buys furnishings for her home.

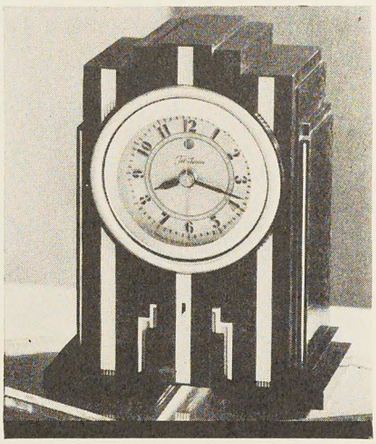
It includes a number of window cards, with suggestions for arranging effective displays, appropriate price tags, booklets for mailing or for counter distribution—all designed with a wedding motif and color scheme. There are letters for the dealer to send to his customers and advertisements to be run over his own signature in local newspapers. All of them definitely and specifically suggest Telechrons as wedding gifts — because they are new, modern and reasonably priced — because they can be used in every room —because their electric accuracy keeps new households running smoothly.

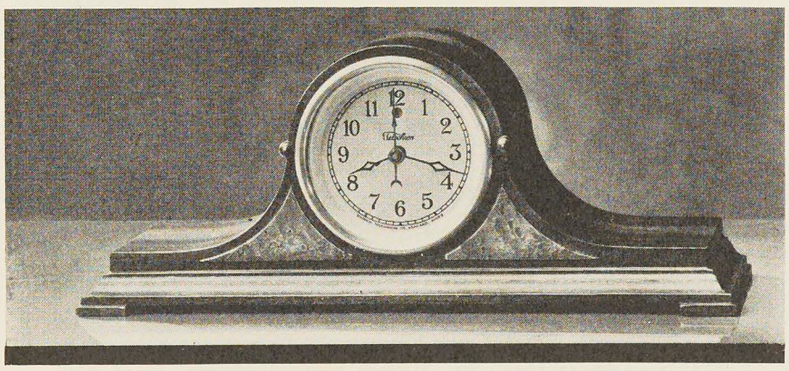
Telechron Authorized Dealers are already capitalizing on this campaign. It is typical of the co-operation that Warren Telechron regularly extends to its dealers. Get your share of the business that direct sales aids, large-space national advertising and radio broadcasting will bring you. Find out the facts about a Telechron franchise. Use the coupon below—now—before the bridal season hits its height!

CATHEDRAL. *Gothic design. Bakelite case with mottled walnut finish. Three-inch silvered dial. 7 3-16" high. Retail price,* **$9.95.**



ELECTROLARM. *The modern alarm clock. Three-inch gold dial, illuminated by tiny Mazda lamp. Height 7 5-8". Retail price,* **$25.**





BEVERLY. *A popular tambour design. Case of Honduras mahogany, with two-tone Spanish highlighted finish. Three-inch silvered dial. Width 13⅛". Retail price,* **$20.**

Telechron
electric time-keepers

WARREN TELECHRON COMPANY
502 Main Street
Ashland, Massachusetts

Please send me information on Telechron electric time-keepers and details of your authorized dealer franchise.

*Name*_____

*Address*_____

Would you like to receive a copy? Write to The American Weekly, 9 East 40th St., New York City.

100% *Mark-Up*

SELECT the biggest publication you can think of! Then mark up its circulation figures 100%, and you'll get an idea how many people read The American Weekly, the magazine with twice as much circulation as any other publication on earth—100% more!

Note this: With 100% more circulation, it brings 100% more advertising help to the retailer. It pays doubly to display the merchandise you see advertised in The American Weekly!

What is The American Weekly?

The American Weekly is the magazine distributed through seventeen great Sunday newspapers from seventeen principal American cities. It concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

IN EACH OF 185 CITIES IT REACHES ONE OUT OF EVERY TWO FAMILIES
IN 132 MORE CITIES, IT REACHES 40 TO 50%
IN AN ADDITIONAL 102 CITIES, IT REACHES 30 TO 40%
IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of 6,000,000 families who read The American Weekly.

They sell because they excell

A NEW - *improved* EXCELLINK Bracelet

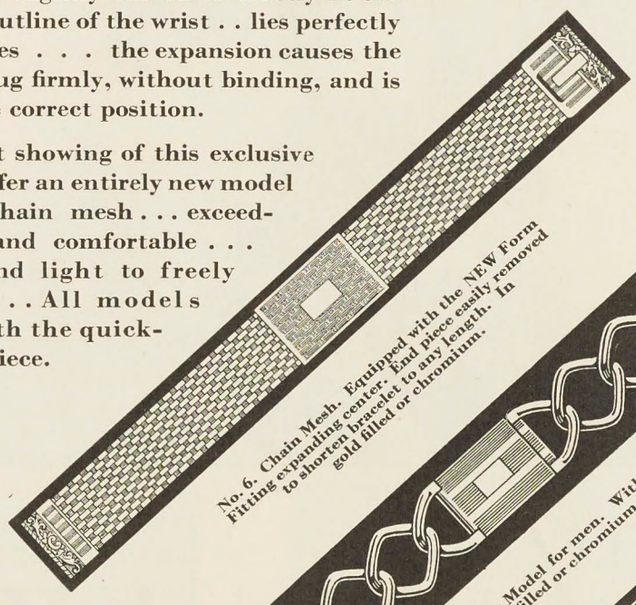
NOW, a great improvement in the men's Excellink, the Center Piece is slightly curved to exactly fit the outline of the wrist . . lies perfectly flat at all times . . . the expansion causes the bracelet to hug firmly, without binding, and is always in the correct position.

With the first showing of this exclusive feature, we offer an entirely new model in porous, chain mesh . . . exceedingly light and comfortable . . . allows air and light to freely penetrate . . . All models equipped with the quick-action end piece.

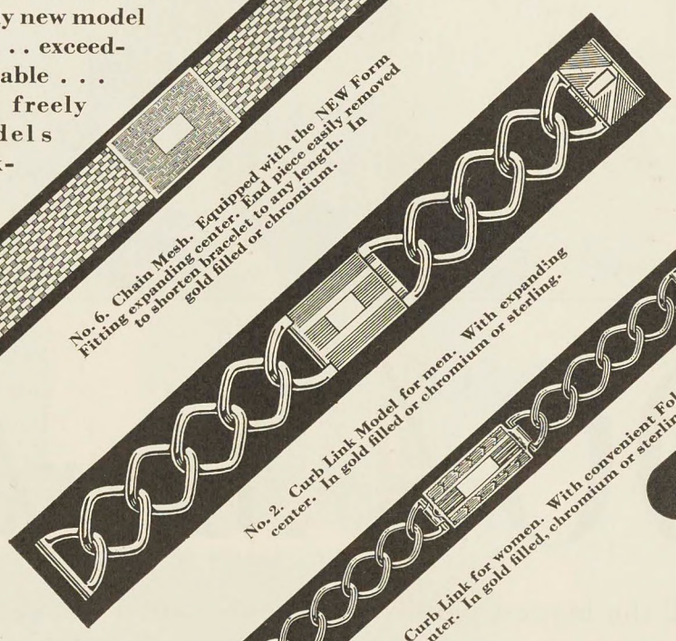
FORM-FITTING CENTER
e x p a n s i b l e

A new exclusive feature. The illustration shows how the center piece exactly fits the contour of any wrist. Liberal expansion.

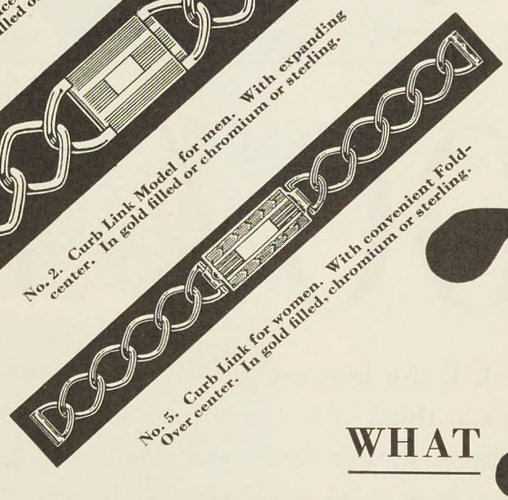
Patents Pending



No. 6. Chain Mesh. Equipped with the NEW Form Fitting expanding center. End piece easily removed to shorten bracelet to any length. In gold filled or chromium.



No. 2. Curb Link Model for men. With expanding center. In gold filled or chromium or sterling.



No. 5. Curb Link for women. With convenient Fold-Over center. In gold filled, chromium or sterling.

"XL"
TRADE-MARK

SOLD THRU THE WHOLESALER

WHAT ? NAME

EXCELL

MANUFACTURING · CO ·
PROVIDENCE · R · I ·

JOIN THE CONTEST
(Extended to May 15th)

Every jeweler and employee of a jewelry store is invited to send a suitable name for our new model No. 6. To the one submitting the most appropriate name, a 14K solid gold attachment will be awarded.

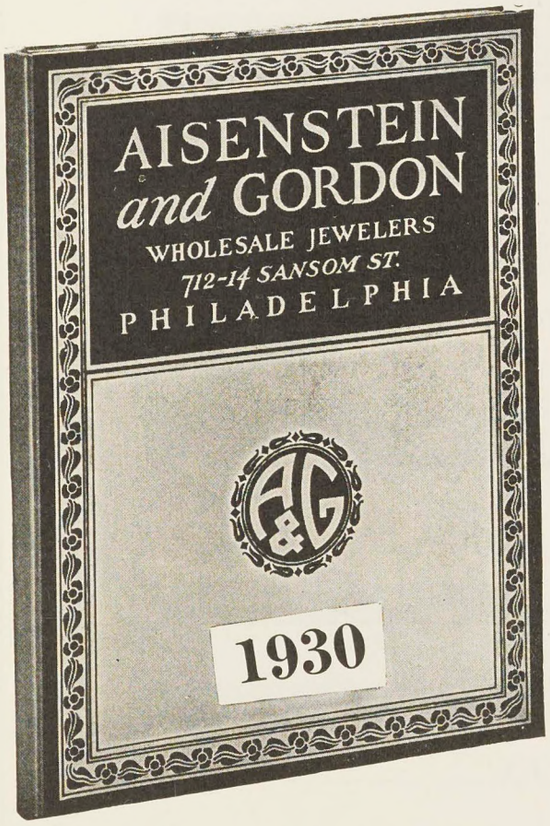
COUPON

EXCELL MFG. CO., 45 Richmond St., Providence, R. I.
Please send the following assortment of MEN'S EXCELLINK Attachments:
Chromium ..... Sterling ..... Gold Filled ..... ☐ green ☐ white
The New Un-named Bracelet
Chromium ..... Sterling ..... Gold Filled ..... ☐ green ☐ white
and these LADIES' EXCELLINKS:
Chromium ..... Gold Filled ..... ☐ green ☐ white

Signed ..... Address .....
My Wholesaler is ..... Address .....

For Quick Service
For Greater Profit

Use
THE QUALITY BOOK
"Plus"★



No matter how complete your stock may be there is always a call for the very piece you do not have.

This time of year brings gift buyers into the store to do their belated shopping. They require the merchandise on short notice. It is difficult to handle this type customer if your stock does not include the desired article.

However, if you use the Quality Book as your own catalogue, these sales can be saved. Let the customers leaf through the pages of this directory and select their purchase from the accurate illustrations. The prices are printed in Keystone Key and protect you with a substantial profit.

Send your order by wire, phone or mail and it will be filled the same day received.

★ **The Quality Book "plus" the new Spring and Summer merchandise on display at our show rooms give you a series of complete lines that will meet every need. Visit "The House of Service" and see the new costume jewelry and other profitable items that have just arrived.**

AISENSTEIN & GORDON

712-714 Sansom Street

PHILADELPHIA, PA.

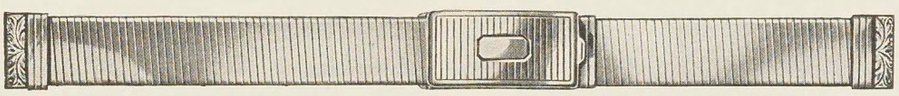
TRADE SB MARK

LADIES' WATCH BRACELETS

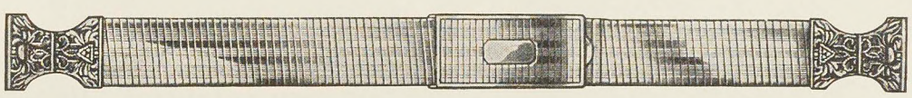
By SPEIDEL BROS.

Popular Models Representing Unusual Value and Service

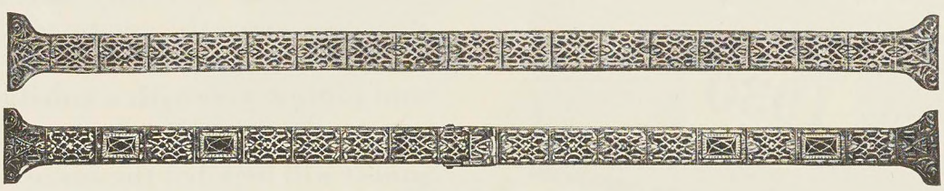
"SONIA"



"DELMETTE"



"ADMIRA"



"SPECIALFLEX"

"CORDBAND"

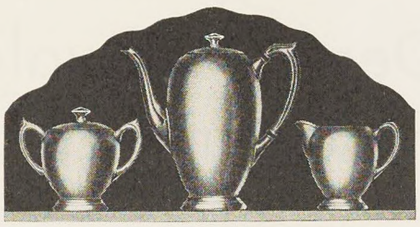
Sold Thru Reliable Wholesale Houses

SPEIDEL SB BROTHERS

70 SHIP ST. PROVIDENCE, R.I.

The House of Watch Attachments

PEWTER BY POOLE



Ancient Beauty
recreated in Pewter pieces of Modern Utility

LONG cherished by museums and antiquarians, pewter is now the smart ware for the modern home. Used decoratively, its softly gleaming lustre harmonizes with any surroundings; in service, Pewter by Poole is extremely durable, easy to care for, delightfully distinctive.

Pewter by Poole, made from a famous ancient formula, has the satiny finish of fine old English Pewter. The designs faithfully reproduce the inspired masterpieces of early American Craftsmen.

At smart jewelry and gift shops.
Write for illustrated catalogue.

POOLE SILVER CO.
Taunton, Mass.

THE CLIMAX of a season noteworthy for wonderful Pewter Demand will be reached during the Wedding Season in May and June. Thousands of prospective buyers are being told the merit and beauty of Poole Pewter thru the following mediums:

HARPER'S BAZAR,
ASIA, HOUSE BEAUTIFUL,
GOOD HOUSEKEEPING, VOGUE,
HOUSE AND GARDEN, SPUR,
TOWN AND COUNTRY,
THE NEW YORKER, COUNTRY LIFE,
ARTS AND DECORATIONS, AND
INTERNATIONAL STUDIO

Catalogs, Display Cards, Consumer Booklets, which will greatly increase sales, can be had by writing.

POOLE PEWTER IS UNIQUE...

No other maker of Pewter employs the approved old English formula used by Poole. Each piece is unique. . . . fit to be preserved as an heirloom but withal practical and useful—easy to care for as it is unaffected by liquids or other contents. . . . lasting and durable. Our trade mark assures Quality, Weight and Finish.

POOLE SILVER CO.
TAUNTON . MASSACHUSETTS

For 35 Years Makers of Fine Pewter for the Discriminating Jewelry Trade

Louis Sickles Service Satisfies

Your Customers Demand Quality at a Reasonable Price

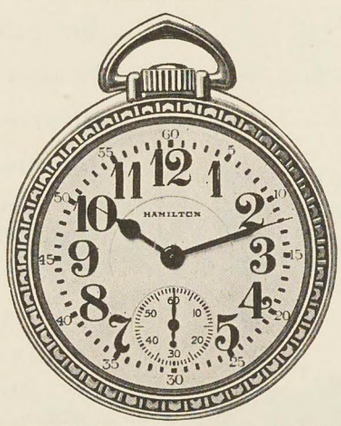
FOR GRADUATION SALES ADD THESE NEW MODELS TO YOUR STOCK

6½ L. 15J. Consumer, $50
Waltham Toneau

This beautiful series of the newest watches of American manufacture combine beauty and time-keeping accuracy with greater profits for you.

The new $50.00 Waltham Wrist Watch with G. Fld. case, 15 J. movement is the smallest American Watch made. List price, $57.30.

Hamilton No. 992, No. 7 is the latest addition to this famous railroad watch series. List price, $72.90.

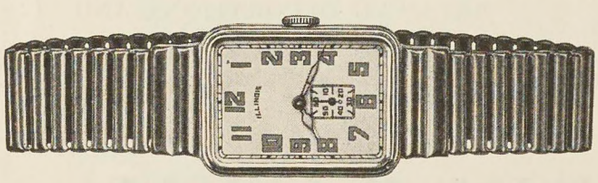


No. 992, No. 7. 21 J. Consumer, $65
Hamilton

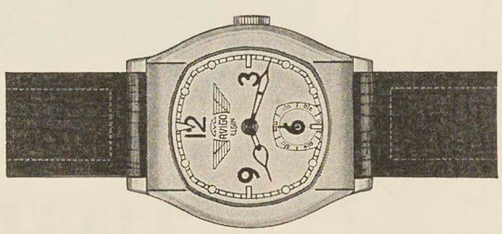
Avigo Elgin No. 461, has been designed for air-minded Americans and is exceedingly accurate. List price, $44.40.

The Frontenac Illinois is the latest combination of the 17J. 12/0 rectangular watch with band. An exceedingly smart watch. List price, $72.40.

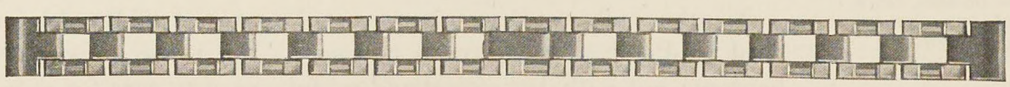
Nydia and Bondmaid—new ladies' attachments are but two of the latest additions to the fine Hadley Line.



FRONTENAC—Illinois 17 J Consumer, $65



AVIGO—No. 461, Elgin 17 J. Consumer, $40



NYDIA—G. F. in Box. Consumer, $8.00 · BONDMAID—Chrome Plated—Carded. Consumer, $3.00

AMERICAN WATCHES AND HADLEY ATTACHMENTS ADEQUATELY FILL YOUR NEEDS

LOUIS SICKLES

Wholesale Watch Service

1015 Chestnut Street » » Philadelphia, Pa.

REPOUSSÉ

attracts unusual attention

This rich repoussé tea service, which will be shown in June magazines, should also be displayed in your windows to bring inquiries and sales. The coming advertisement will appear in June House Beautiful, House and Garden, Junior League Magazine, June 1 Town and Country, June 7 Vogue and June 14 New Yorker. The design is No. 575A, by Reed & Barton.

DISPLAY THIS RICH TEA SERVICE, ADVERTISED IN JUNE MAGAZINES...!

Linen, courtesy of Mosse, Inc. Accessories, courtesy of Miss Higgs, Inc.

REED & BARTON

TAUNTON, MASSACHUSETTS

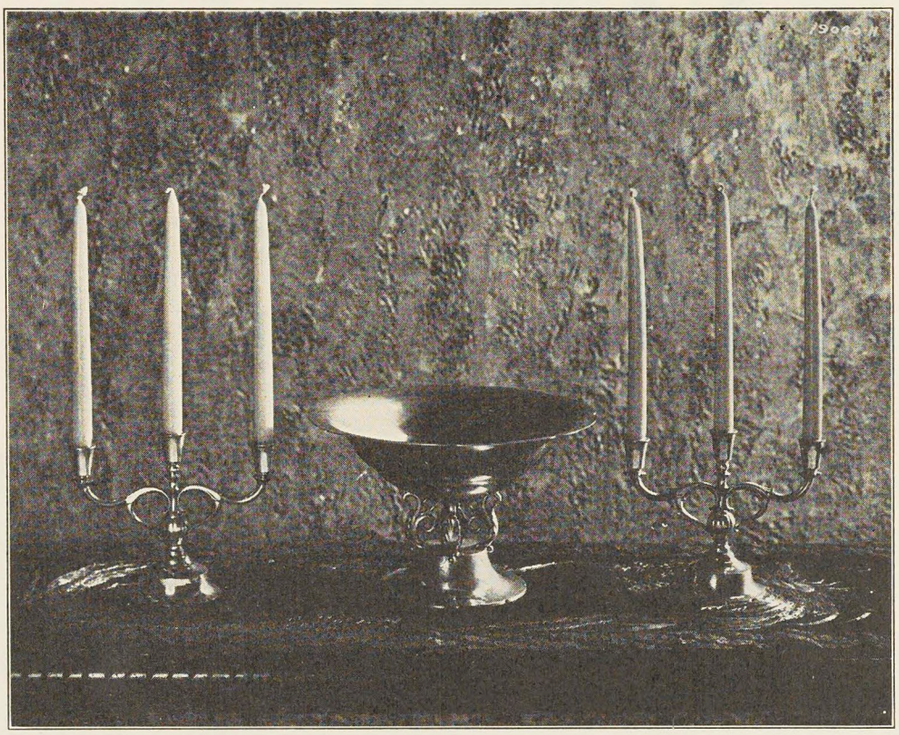
STERLING ESTABLISHED OVER 100 YEARS SILVER PLATE

TAUNTON, MASS.

NEW YORK BOSTON CHICAGO SAN FRANCISCO DALLAS ATLANTA

TRADE MARK

STERLING



JUST

Hand Wrought

DANISH PEWTER

by

JUST ANDERSEN

Awarded

Diplome d'Honneur at Paris

Grand Prix at Barcelona

also

STERLING SILVER
SILVER PLATED WARE
and
BRONZES

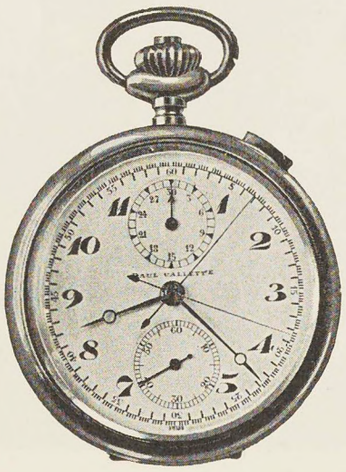
American Representatives

MANDIX COMPANY
INCORPORATED
381 Fifth Avenue
New York City

Catalogue on Request

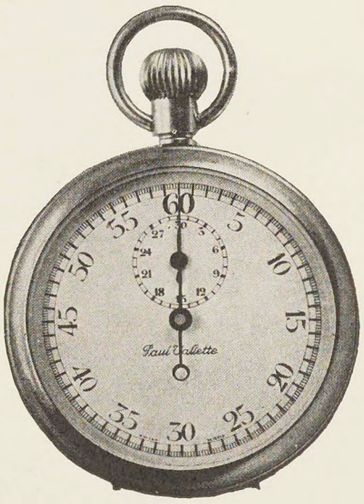
Paul Vallette

WATCHES of QUALITY



Split-Seconds
Chronographs
Timers

For the Sporting Season



SOLE AGENTS

HENRY FREUND & BRO.

20 WEST 47th STREET, NEW YORK

To Complete the Bride's Trousseau

—and Conspicuously Increase Your Sale of Leather Goods!

ART BNP CRAFT

BOSCA-NELSON PRODUCTS

The bride selects for her trousseau only the smartest, and those that most effectively express the season's modes in bags. For a gift to her—one wants something that will express his or her good wishes and also reflect favorably upon his own good taste! These genuine Steerhide leather goods—modern and modernistic—hand colored and tooled bespeak quality! Refined and appropriate gifts—and profit-makers, all. Also excellent for general summer, vacation and tourist selling!

An artistically, though simply designed bag that's a popular seller. You will find that this bag is a real stimulus for your summer business.

Genuine Top Grain Steerhide Cover and Gussets, Full suede lined, Fitted with Coin Purse and Mirror, Lily Motif Design, Tooled Front and Back, Hand Laced with First Quality Persian Lacing Goat, Silver Finish Turn-loc Frame—Round Shape. Approximate size 5¾ x 6⅝". Specially priced at.....

X302 **$48.00** per doz.

Other Popular Items, etc.

The above isn't all! Ask about our Bags No. X-303, and X-304 which you may also feature as a leader! Send for samples of our Underarms, our new Billfolds, our Vanities and numerous novelties—all in our genuine Steerhide leather. We'd like to send a representative to show you this quality line. May we? Or else a catalog? Write for our new one, D-9.

Have You Seen Them?

Have you seen the newest—the BLACK Hand Bags and Underarms—with designs in Pearl Grey Relief? In genuine Steerhide leather, of course!! Do let us show them to you—write for samples or assortment.

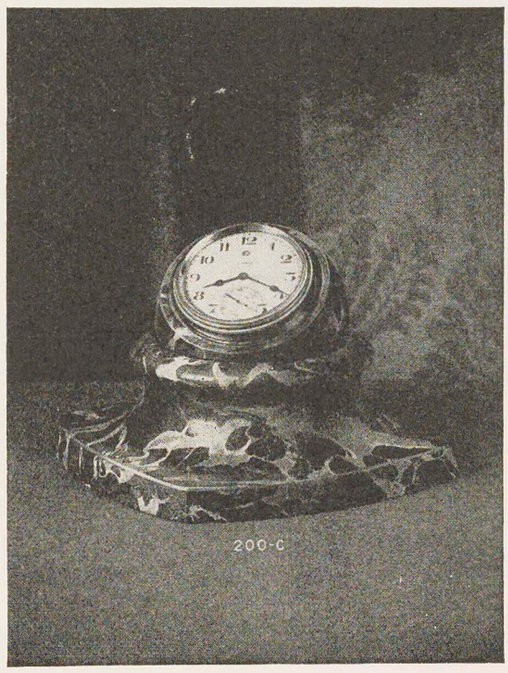
BOSCA-NELSON-PRYOR CO.

Art Craft Leather Shop

Webb City Missouri

82

ZENITH MARBLE and ONYX BALL CLOCKS



Two Sizes: 8" x 8" or 5½" x 5½" Base

FOR THE EXECUTIVE'S DESK OR LIBRARY TABLE

These exquisite 8-day clocks come in Italian Marble and Brazilian Onyx in an assortment of colour effects including black, white, green and sienna. The Zenith Ball Clock is one of many original styles in designs in clocks. Pocket and wrist watches also on exhibit in our New York showrooms.

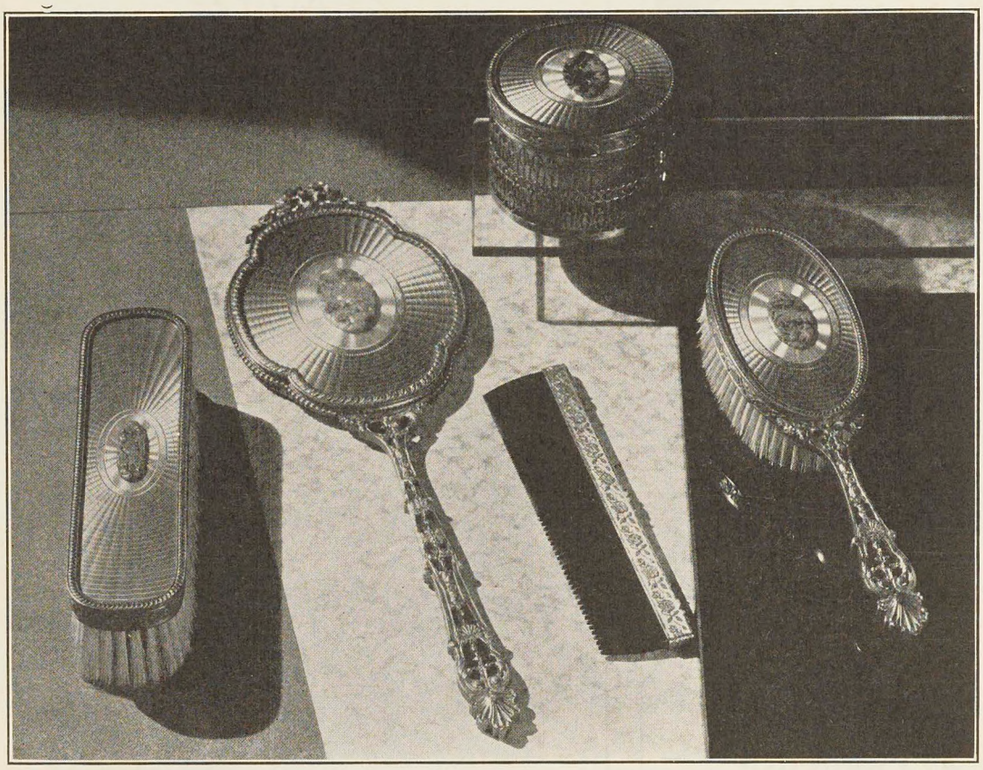
Sole Agents in the United States

The ZENITH WATCH CO.

INCORPORATED

64 West 48th Street, New York

POCKET & WRIST WATCHES & CLOCKS



PICARD

Exclusively choice is this newest design, mounted with genuine hand-carved jade, carnelian, amethyst, lapis lazuli or rose quartz. Enamelling in delicate pastel tints —blue, green, yellow, orchid; cream center.

◆

Made Exclusively by

VICTOR A. PICARD & CO., Inc.

7 West Forty-fifth St. New York

BLT

BUSS·LINTHICUM·THORSON *Inc.*

American Watches at Wholesale

35 E. WACKER DRIVE CHICAGO

20 WEST 47TH STREET NEW YORK

LOUIS G BUSS *PRESIDENT*

ROYAL C LINTHICUM *VICE-PRESIDENT*

J WILLIAM THORSON *SECRETARY*

L. P. WHITE

Announces

. . Removal to Larger and More Convenient Showrooms

The ever-changing trend of business and our desire to be located right in the heart of the wholesale jewelry district have induced us to move to newer quarters in the most convenient location in the city.

On or About May 20
We Will Move to the

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Here we will be able to serve our many friends in the trade to even greater advantage, and extend a welcome to the new.

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Our service will continue to be directed exclusively to the legitimate retail jeweler.

We take this opportunity to thank our host of friends who have made this business possible since 1885, and hope they will enjoy the convenience of our new location.

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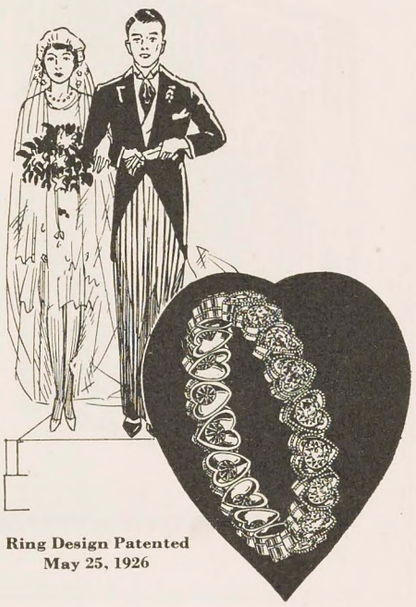
Wholesale only

A Different

Richer

Sentiment

Down the Years!



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This Trade Mark is your protection

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THE DIAMOND-HEART CO.,

Makers of Jewelry Since 1907

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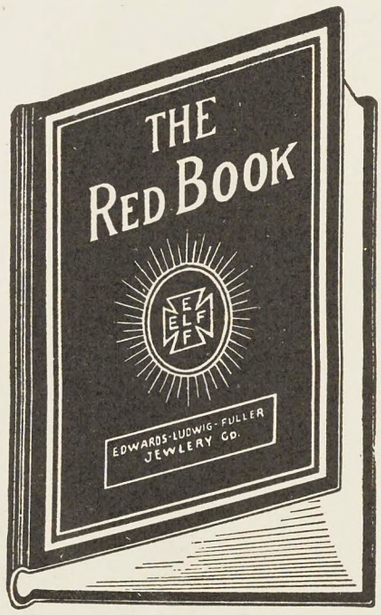
You Can't Stock Everything That Everybody Wants - - - But You Can Get Anything That Anybody Could Want if You

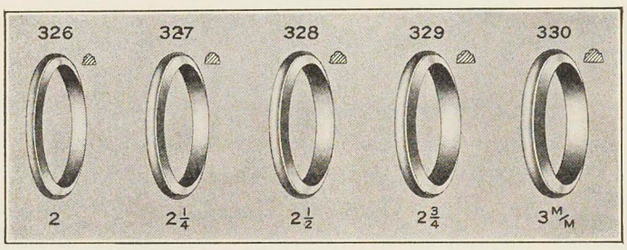


Just Reach for "THE RED BOOK"

This time of year, with its graduation and wedding gift business, finds many jewelers in danger of losing sales because of a shortage in stock.

If you find this condition in your store, remember that you can look upon **The Red Book** as your own reserve stock index. The fast service behind this book brings the merchandise to your store before you can lose the prospect to a competitor. Make use of **The Red Book** and you will make the most of your Spring and Summer business.

EDWARDS · LUDWIG · FULLER JEWELRY CO., Kansas City, Mo.



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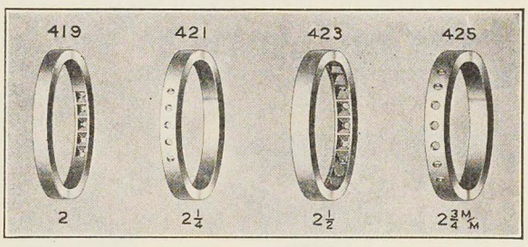
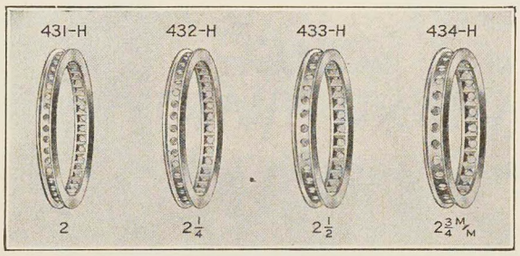


AZURED



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AMERICAN PLATINUM SEAMLESS WEDDING RING BLANKS

We show only a representation from each one of our classes of ring blanks. There are many other styles available for your wedding ring orders.

In the PLAIN BLANKS you can get flat square; half round with and without rim, also rounded inside; beveled and beveled with rims, round or flat top. Band rings, guard rings, children's rings, men's rings and others.

The AZURED BLANKS are made in flat square, half round, and beveled styles, azured and drilled part way or all way around, with any number of holes.

CHANNELED BLANKS are made flat and beveled with any number of holes, part or all way around.

Made in Platinum and Gold in various weights and widths, for all types of wedding rings with a degree of unvarying precision that is sure to be reflected in the finished ring.

For Complete Details ask for Catalog M-31

***The* AMERICAN PLATINUM WORKS**
N. J. R. R. Avenue at Oliver Street
NEWARK, N. J.

OLD GOLD OLD SILVER **DEE** OLD GOLD OLD SILVER

GOLD FILINGS
POLISHINGS
FILLED CASES
FILLED FRAMES
PLATINUM SCRAPS

PLATINUM FILINGS
HAND WASHINGS
OLD CRUCIBLES
PLATED SCRAPS
PLATINUM SCRAPS

Business Is Built Upon

CONFIDENCE

and this applies more particularly when it comes to refining and valuing precious metals in all forms.

IT IS REASONABLE TO SUGGEST THAT

the steady increase in our business — the fact that jewelers continue to direct their gold, silver, platinum, filled, plated, etc., to us INDICATES SATISFACTORY RETURNS.

Ship Direct to

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Hamilton-Sangamo Clocks

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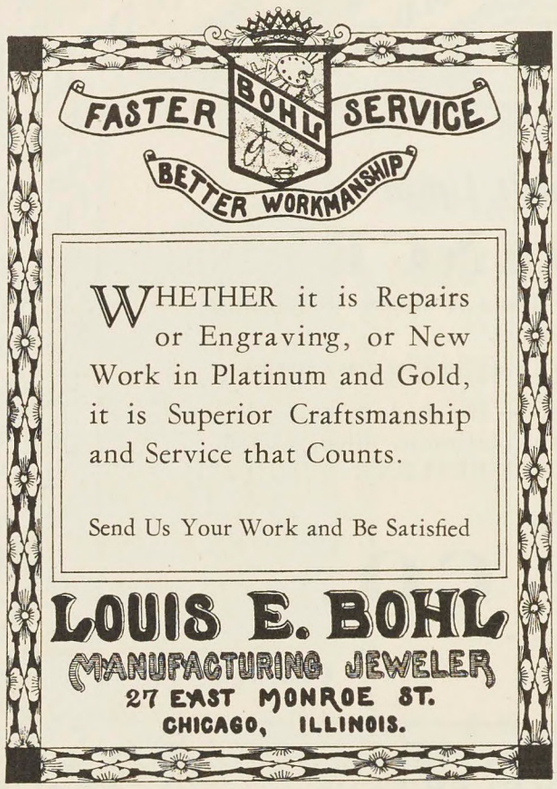
49 years' service to the Retail Jeweler



WHETHER it is Repairs or Engraving, or New Work in Platinum and Gold, it is Superior Craftsmanship and Service that Counts.

Send Us Your Work and Be Satisfied

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MANUFACTURING JEWELER
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CHICAGO, ILLINOIS.

Featuring—
Specializing—
SELLING!
AMERICAN WATCHES
Send Us Your Orders For Prompt Delivery

The
H. W. BURDICK COMPANY
Cleveland, Ohio

GEO. PHILLIPS & CO.
Practically everything sold or used in a Jewelry Store
SERVICE
SCRANTON, PENNA.

You're RIGHT WHEN YOU WRITE US ABOUT ELGINS!
- BECAUSE WE CONCENTRATE ON ELGINS IN THE WATCH LINE, AND YOUR PROBLEMS ARE OUR PROBLEMS - YOUR NEEDS, OUR NEEDS - YOUR SUCCESS, OUR SUCCESS.

Geo. Phillips & Co.

NOTE: SEND FOR FREE LOOSE LEAF WATCH REPAIR RECORD SHEET

No lot too large
No lot too small.

J. J. Cohen will buy them all.

Any lot or single piece of mounted diamond jewelry—large or small—do not turn customer or friend down, send the goods to me for

SPOT CASH OFFER

and save all trouble and worry. I pay all express charges and insure the goods in transit. Have been in the business right here over 33 years, and can give the very best references as to responsibility on application. Offers and valuations furnished promptly.

Write for further information.

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Fidelity-Philadelphia Trust Bldg.
123 South Broad St.
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We Carry 33 Patterns *in Stock* Ready for Delivery

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Since 1869

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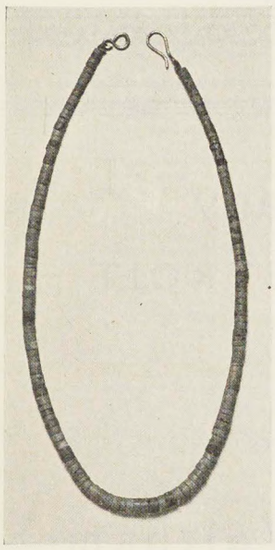
GENUINE TURQUOISE WAMPUM

A BEST SELLER



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**HAND MADE
INDIAN
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FASHIONED AND MADE BY
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**22 WEST 48th STREET
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I SELL TO ONE MAN ONLY IN A COMMUNITY

P. S. It SELLS so well I took over the whole country M. C. F.

Thimble Prospects Are In Your Store Every Day!

Do You Make The Sale?

Ketcham & McDougall Thimbles and Eye Glass Holders are year 'round salable items. They have a unique appeal to the small gift purchaser, for they are merchandise of the finest quality and are practical and lasting.

For nearly a century K. and McD. products have met with universal popular approval.

KETCHAM & McDOUGALL, Inc.
Established 1832

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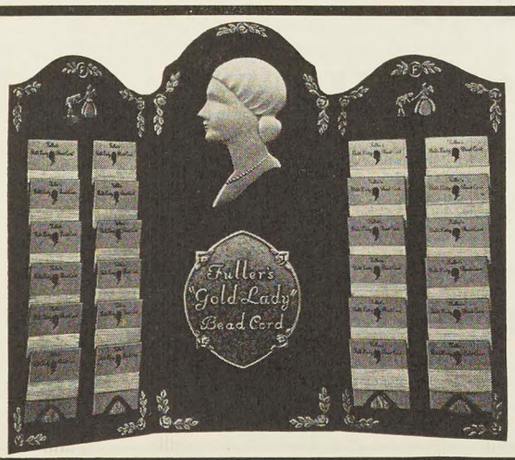

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A Beautiful Arrangement of Excellent Needle Cords Especially planned for Retail ~ Jewelry ~ Stores.

SOLD BY RELIABLE MATERIAL DEALERS

ORDER FROM YOUR DEALER

A Beautiful Display—An Incomparable Cord

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EMERALD CUT AND MARQUISE DIAMONDS

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STAR SAPPHIRES

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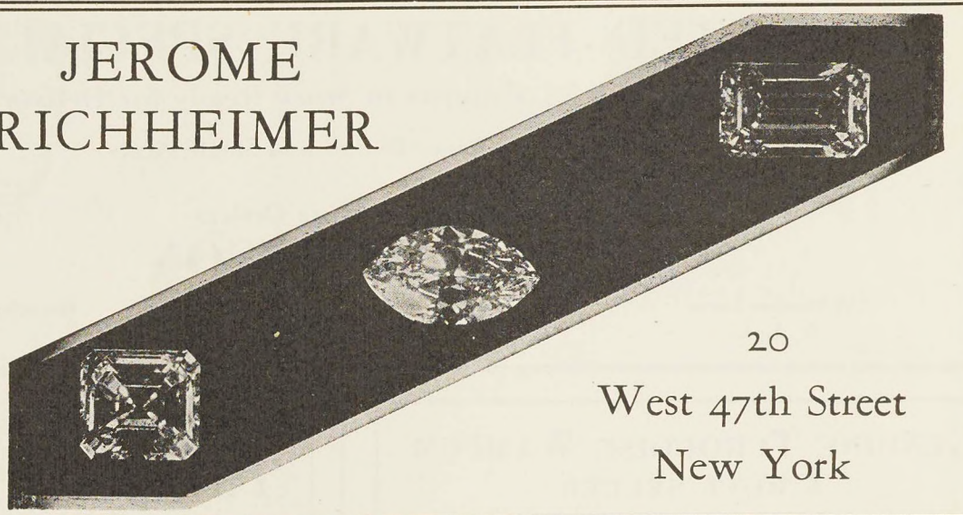

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Distributors of Reliable American Timekeepers

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AND

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(In all Hardnesses for Jewelers)

At Competitive Prices for Immediate Delivery

The World Renowned House

JOHNSON MATTHEY & CO., INC.

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THE KEYSTONE

A Journal of National Circulation Devoted to the Interests of

THE JEWELRY AND KINDRED TRADES

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

VOLUME LVII Philadelphia, May, 1930 Number 9

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THE KEYSTONE PUBLISHING COMPANY

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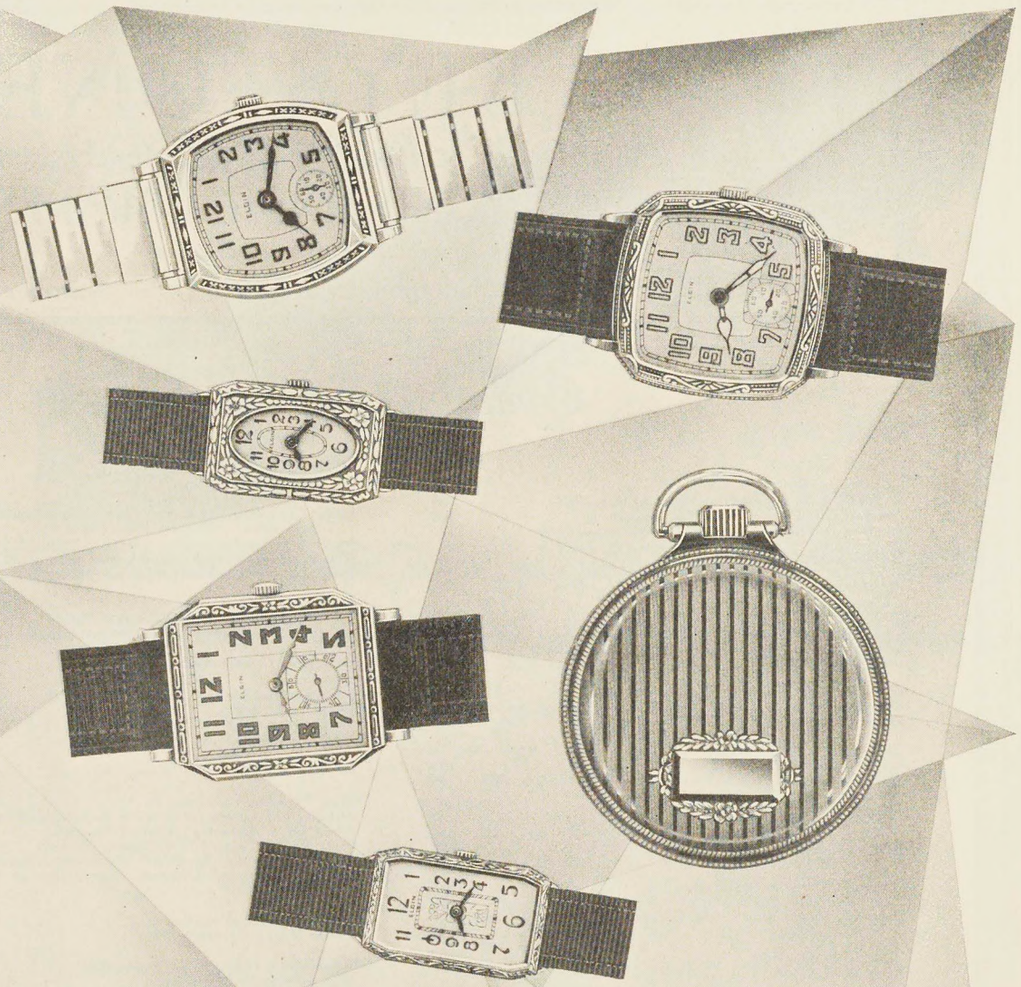
See Advertisers' Index, Pages 202 and 203

CASES by STAR



MODERN in Construction and Beauty of Design, but for over a quarter of a century the STAR has ever been a Case of Dependability

STAR WATCH CASE COMPANY

LUDINGTON, MICHIGAN

New York Office, 20 West 47th St. San Francisco Office, 704 Market St.
Chicago Office, 35 E. Wacker Drive Cincinnati, Office, 31 East Fourth St.

MEMBER "GIFTS THAT LAST" N. J. P. A.

68

MAY

VOLUME LVII

1930

NUMBER NINE

EDITORIAL

Are You in the Cash or Credit Business?

OF all questions asked by KEYSTONE readers, the one most frequently repeated is: "Shall I sell on credit?" And, of course, without a close personal knowledge of the business in question, it is difficult to give specific advice to these inquirers. As usual, it is largely a matter of individual ability. In most cases, the best that can be done is to present the theory of the problem and let the inquirer decide for himself.

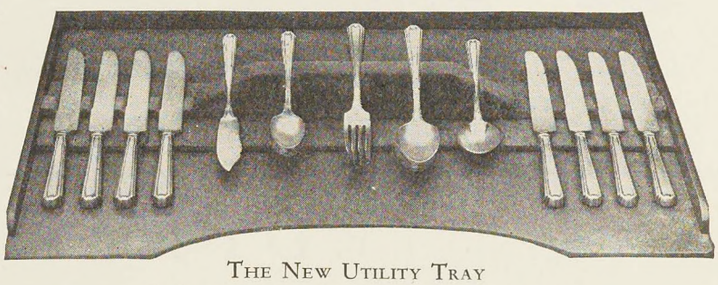
THIS publication believes there is a place for both cash and credit jeweler. For some years past, the latter has been in the ascendency for the simple reason that he represents a new order of things. Just when his growth will stop is a matter solely for conjecture. Meanwhile, it behooves every jeweler to keep in close touch with the trend of the times, to weigh public demand against his own ability to serve and to chart his course accordingly. He may decide to stick to cash—or he may find it essential to switch over to deferred payment selling. The question is not so much what he wants to do but what will best please that portion of the public he wishes to serve.

TO help jewelers decide and to assist those who have already embarked on credit selling, a Credit Department has been a feature of THE KEYSTONE for somewhat more than four years. Now, in furtherance of this program we take pleasure in presenting in this issue an article as unusual as it is helpful—"Cash or Credit?" In this, a leading cash jeweler and an equally prominent credit jeweler state their cases, giving their reasons for selling as they do and presenting their viewpoints regarding the trade problem at hand. "Talk straight from the shoulder," we requested of the authors, and this they have done.

THERE is little need to introduce to the jewelry trade either John D. Enright who takes the side of the cash jeweler or William Gibson who defends the credit man. Both are well known, and each has made an outstanding success in his chosen field. Consequently, if you are among the host of jewelers to whom "Cash or Credit?" stands as a paramount question today, we earnestly recommend this feature of the May KEYSTONE to your attention. It has been designed to help you by presenting not theory, but facts as discovered in actual practice by two men whose opinions warrant careful consideration.

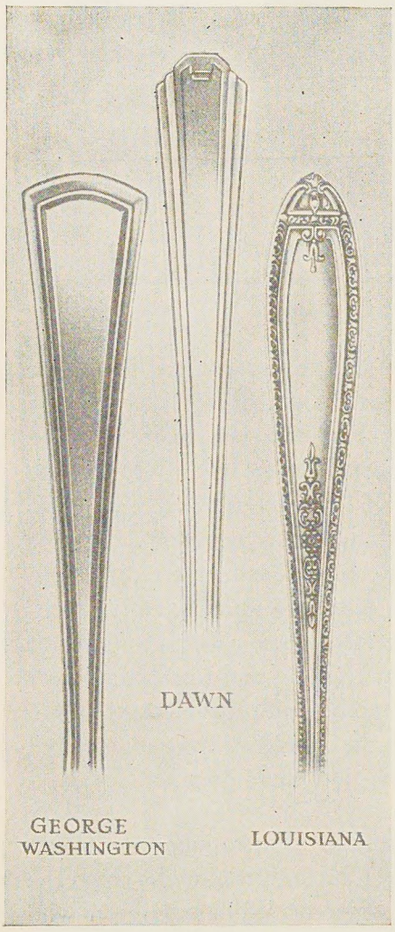
(Concluded on page 75)

Breakfast in Bed — and SILVERWARE BY ALVIN



THE NEW UTILITY TRAY

Light, strong, made of wood finished in light green or blue. Tray is 22½ inches wide with hinged, folding legs. Furnished to dealers *free* (including silverware display pad to match) with sets of 34 and 50 pieces in any pattern of silverplate by Alvin.



Also LUXOR *and* CLASSIC
Famous and successful patterns in the finest quality of silverplate by ALVIN.

HERE'S ANOTHER HUMAN-APPEAL MERCHANDISING IDEA THAT'S BUILDING SALES FOR ALVIN DEALERS. *The New Utility Tray* is a hit! One of the smartest of modern accessories for the hostess . . . ideal for the service of refreshments on porch or lawn . . . the touch of perfection for a lazy-day breakfast in bed! It's a desk, reading-rack or dining table for convalescents . . . and a tiny, low table for children at play.

Such trays are fashionable — featured at fancy prices in many stores — NOW FREE TO ALVIN DEALERS. It's only one of the clever new gift-containers for sets of fine silverplate by Alvin — five famous patterns — finest quality — nationally advertised in *Ladies' Home Journal, Vogue, Vanity Fair, House & Garden,* and *Smart Set.*

Ask any Alvin salesman also about the success of the new Boudoir Boxes — see the whole line!

THE ALVIN CORPORATION PROVIDENCE, R.I. *Silversmiths*

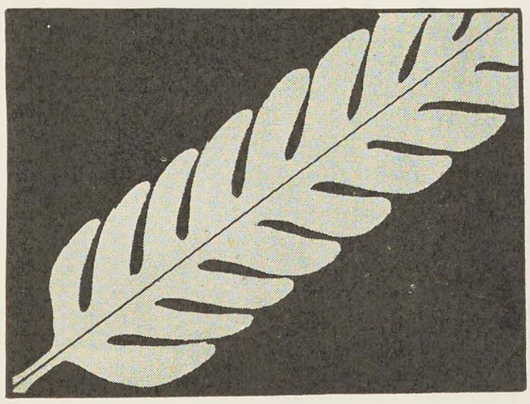
STERLING *and the finest quality of* **SILVERPLATE**

Made in the World's Largest Sterling Silver Manufactory

GORHAM PRESTIGE..

THE STORY OF LIVES DEVOTED TO AN ART

THE GORHAM COMPANY
PROVIDENCE, R. I.



The superiority of the Gorham craftsmanship is no quick or casual happening, never any "fortunate accident." Rather, is it the final fruition of long years of painstaking application of whole lives consecrated to the highest artistic ideas . . . Of an almost religious devotion to the pursuit of chastened inspiration. Indeed, there are Gorham master craftsmen whose "felicity" in the creation of beauty made tangible in silver is in reality the cumulative artistry of several generations. It is this spirit that characterizes every piece of silverware sponsored by Gorham. And it is the results of this spirit made evident in terms of original design and quiet beauty of execution that brings to the store carrying Gorham products the most desirable clientele . . . this and the prestige advertising in class publications by the Gorham Company, Providence, Rhode Island.

STUDY

the Movements... *the* Cases... *the* Dials... *the* Styles

Over a million Elgin watches are sold each year demonstrating the popularity of Elgins, America's favorite timepiece

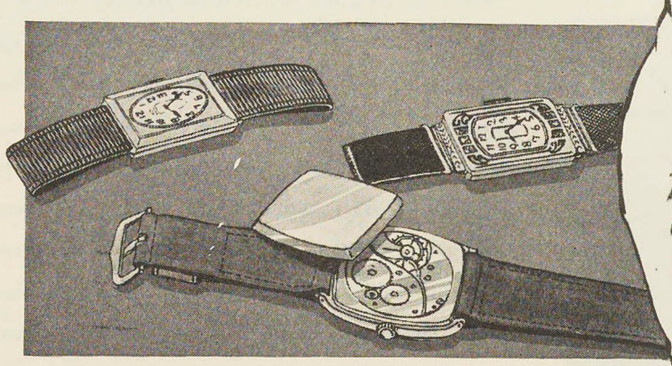
—and you will immediately agree with thousands of other careful watch buyers that Elgin watches afford the greatest sales possibilities.

The 1930 Elgin line is so superior in style, in quality and in value, that there is scarcely any sales resistance. If you placed, side by side on your show case, three or four watches of each make that you carry in stock, you would find that Mr. and Mrs. Consumer would invariably choose an Elgin. The reasons are many—the reasons are obvious.

A test in your window would prove conclusively to you that Elgins are a drawing card and a winner for you. Show Elgin watches and you will sell Elgin watches. If you sell Elgin watches, 1930 will be a profit year for you.

ELGIN NATIONAL WATCH CO.

ELGIN U. S. A.



After the Auction Ordinance Is Passed

SLOWLY but surely, jewelers are making progress in their fight against the fake auction. Every month, as described on the news pages of THE KEYSTONE, a few more cities join those wherein public and ethical merchants alike are protected from this business parasite. Hot Springs, Arkansas, has been among the latest additions to the list.

IN connection with this gradual but sure victory against the fake auctioneer, there is only one point for regret: Too often the enthusiasm of local jewelers dies out with passage of the auction ordinance. In more than one instance, the placing of the ordinance on the books has represented only the real beginning of the fight. And occasionally the auctioneer has still emerged victorious because no group remained sufficiently interested to force adherence to the law.

ENFORCEMENT action is likely to cost money and effort. Certainly it calls for a continuance of co-operation of the sort which made the ordinance possible.

NEXT time you ask the question, "What is wrong with my store?" look in the mirror for the answer before going any farther.

Meet Mr. Warren!

ELBERT HUBBARD coined the word "kabojolism." By it, he referred to a practice in which he himself occasionally indulged—the attributing of a statement to a person who, even though he didn't make it, would have been only too glad to do so if he had thought of it.

THERE was no kabojolism practiced in connection with the article "Meet Mr. Warren" appearing in a recent copy of *Watch Talks*, a folder issued every now and then by the Wadsworth Watch Case Company for the benefit of retail jewelers. We wish there had been—and that it had been aimed at THE KEYSTONE. John K. Warren and his wife point to a moral of particular significance to retail jewelers and to which this magazine has been pointing for some time past. In fact, they do it so convincingly that we might apply to them a statement which this selfsame Hubbard made regarding one of his assistants: "He writes just like I do—only better." But here goes. Read it for yourself:

Mr. Warren is an average man. He is well educated; successful in business. He owns a modest home, and has a small family. He drives a good car. His income is sufficient to provide most of the comforts of life, but few luxuries.

As a man of moderate means, Mr. Warren is anxious to save a few dollars whenever he can. But not long ago, an incident occurred that cured him forever of the mistaken idea that he could save money by buying cheap things. And since a jeweler was involved we'll pass the story along.

"John K. Warren," said his wife one evening as he was restoring his faithful old watch to his pocket, "if you had to drive a car as out-of-date as that old biscuit, you'd raise the roof. Keep it for sentimental reasons if you like, but why not buy a modern wrist watch you'll not be ashamed to wear?" After a few mumbled remarks about "downright extravagance" and "the old one still keeps good time," Mr. Warren agreed.

Six months later, Mrs. Warren confronted her husband. She had in her hand the cheap watch which he had "bought for a song" and discarded some time ago. "Well," protested the husband sheepishly, "I certainly can't wear a watch which has turned green, can I?"

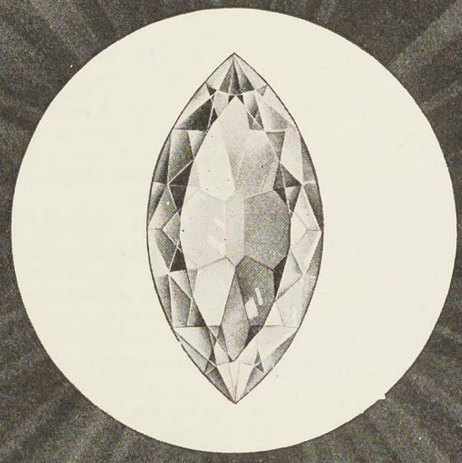
"Perhaps not," said Mrs. Warren, "but you could at least go back to the person who sold you this masterpiece and demand your money back. He ought to be arrested. Why, it's outrageous to sell a piece of tin like this as gold."

"But that's just the point," replied Mr. Warren, "he *didn't* sell it to me as gold. I wish now that he had—then I'd have some comeback. He told me it was made of base metal, but it looked as good as the more expensive watches to me—so I bought it. I realize now, that I might just as well have given that $17.50 to the starving Armenians."

Mr. Warren is permanently cured. He's had a good watch for some time now, and it shows no signs of changing color or wearing off around the edges. He was heard to say not along ago: "Unless you have plenty of money to throw away, you can't afford to buy cheap jewelry."

ONE reason selling costs so much is because it takes so long to talk sales to some jewelers. Every salesman who takes the trouble to call on you warrants a hearing that should be just as prompt and courteous as you can make it. This is the ABC of good manners and good business.

DIAMONDS



DIRECT IMPORTERS

All qualities, shapes and sizes
Your inquiries are invited

ESTABLISHED 1892

A.H. POND CO., Inc.

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Jewelry Turns to the Classics

Flowing Lines of the Classic Mode Mingle With the Modernistic

WOMAN'S attire has undergone a renaissance in fashion—a realization of the true principles of line and proportion. Today, the basis of style in woman's clothing is the simplicity of pure classicism.

The modern mode finding its inspiration in the classic, naturally has influenced the jewelry design. The designer of modern jewelry has been obliged to make a complete about face and find inspiration in the glories of ancient Greece.

In keeping with simple, flowing, clearly defined lines of the classic mode, yet in nowise trespassing upon the American woman's decided preference for angles which she has found add vivaciousness to her personality, smart jewelry today is a happy mingling of the severity of the mathematical motif and the gentleness of undulated line.

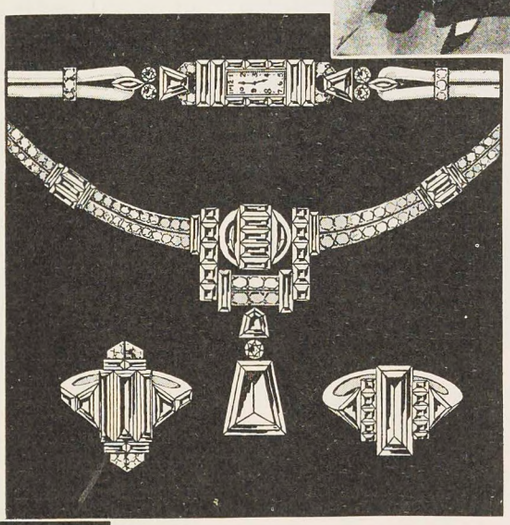
Because of the classical dignity of platinum settings, the baguette diamond has assumed a new importance, the clearness of its cut fitting in with the simplicity of the modern motif.

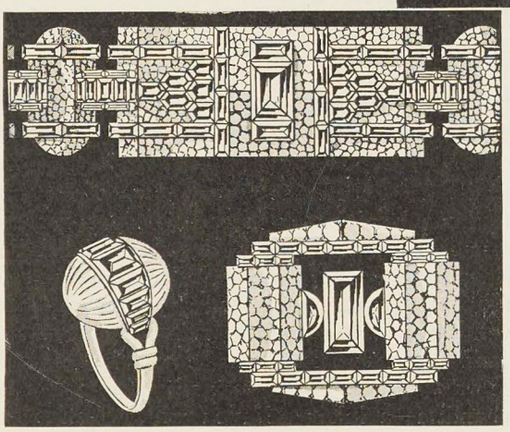
Brooches are much in demand, wide and lovely, to hold the fulness of drapery at the shoulder, waist-line or around the hips.

Bracelets are narrower than before, indicating a feeling for restraint. Gloves being a necessary part of evening attire this year, it is evident that fewer and better bracelets will be worn.

An innovation in modern jewelry circles is the diamond platinum clasp. Its uses are manifold. Dividing between hat and bodice, for day or evening wear, it is a bit of delicate jewelry, worn entirely at the whim of its owner.

Jewelry of this type will be worn by the well-dressed lady this Summer

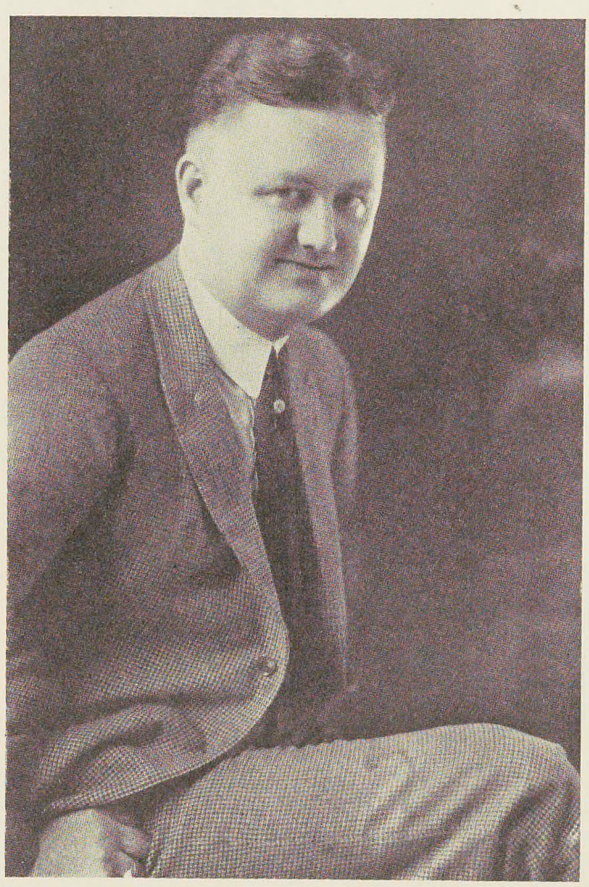




Illustrations Courtesy of Katz & Ogush

More and more, style is playing an important part in jewelry and the wise jeweler is the one who not only makes every effort to keep abreast of the correct modes but who also recognizes the desirability of stressing the style feature in his selling. Changes in feminine attire should—and do—create a demand for new and appropriate jewelry. And no jeweler who has watched the fluctuation in skirt lengths or the hesitancy of the waist band to lodge at any definite point or the gradual enlargement of the expanse of back now exposed by evening gowns will deny that there has been plenty of change in what the well-dressed woman will wear. That there should also be a change—to a reasonable extent, at least—in the jewelry is undeniable. But it is up to the jeweler to sell his customers on the idea.

Read Both Parts of This Interesting Discussion



"Cash!" Says John Enright

One of the best known jewelers in Philadelphia, John D. Enright is especially well qualified to defend the cause of the cash jeweler. He now has three prosperous stores, each of which has been conducted successfully on a cash basis since its beginning. Why their proprietor plans to continue them on this basis makes an interesting story to say the least

CASH or

JOHN D. ENRIGHT

Defends the Cash Store

IF I had neither stores nor fixtures—if my capital were still in the bank—in short, if I were in a position to make my plans all over again and begin anew, I have no hesitancy in saying that I would not consider, even for a moment, being anything but a cash jeweler.

While I am willing to admit that the man who does business otherwise will probably always have a place in the merchandising scheme of things, I am thoroughly convinced that the establishment doing the bulk of the jewelry business of the future, will be the cash house.

This prediction is made with full appreciation of the great strides which the credit man has apparently made during the past ten years. Few seem to realize that we are in the midst of a confused period in the jewelry business. The manufacturers imagining that they foresee the greater volume on the time payment side of the fence have been making a strong play to the credit man. And the latter's business has increased, but this does not necessarily mean that the growth is as sound and healthy as exterior appearances would indicate.

Indeed, it is possible to produce an example of a business that has already gone through the stage in which the retail jeweler now finds himself. Twenty years ago the entire grocery world was in a similar state of confusion. Everything was sold on time and everyone declared that the highly unsound economic practice of putting purchases "into the book" was absolutely necessary. Then came the chain stores with cheaper prices, better merchandise and a cash and carry policy and swept everything before them. What happened? The customer who had bought food on time learned to buy for cash when he got more for his money and I now predict a similar about-turn for the jewelry business.

There are, however, many other equally important reasons why the cash house will be the predominant type of establishment in the future.

Principally among these is the unfitness of the time payment plan, when it comes to jewelry. You can argue that automobiles and electric refrigerators and radios and a dozen other types of merchandise are being sold successfully at so much down and so much a month, and I will agree. However, I won't follow you still farther and say that this proves jewelry can be sold the same way. Jewelry is an entirely different class of merchandise—a luxury, if you will, which is not

(Continued on page 80)

CREDIT?

Highlights on a Modern Problem of the Retail Jeweler

WILLIAM GIBSON

Speaks for the Credit Jeweler

AFTER having conducted a jewelry business on both a cash and credit basis, I could settle any question as to which is best to my own satisfaction, in about fifty words. I should say that at least 75 per cent of the people want to buy watches, diamonds and any item of jewelry selling for more than $25 on the deferred payment plan. Consequently, unless the jeweler wants to confine his business to the other 25 per cent he had better get on the band wagon and start selling "on time."

However, I have lived too long among the old-time, conservative cash jewelers not to realize that far more than fifty words will be required to convince many of them of this fact. So here goes!

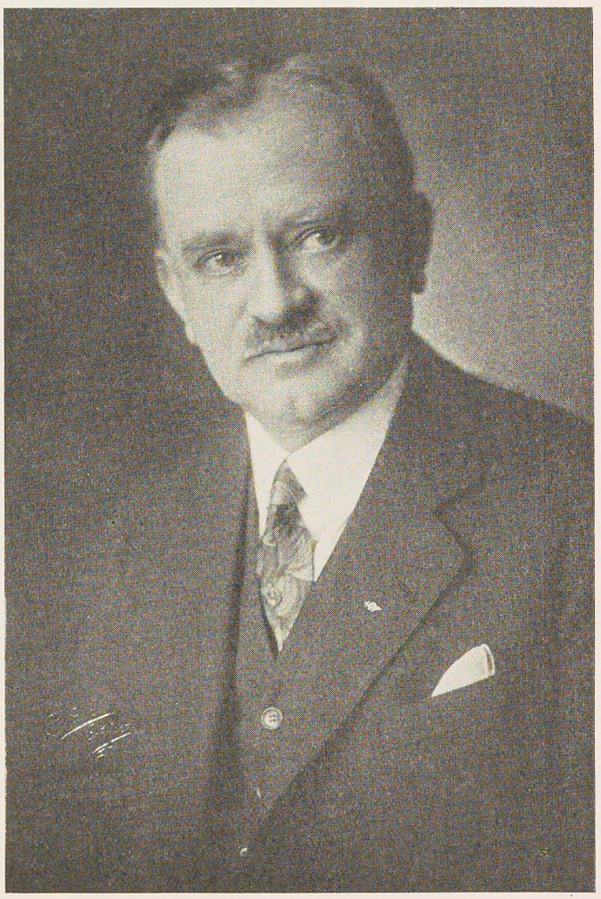
At this writing it has been about six years since we adopted a credit system in the store with which I am associated. In this time, our volume has shown an increase of 500 per cent—a fact which, to us at least, presents a most conclusive argument in favor of credit. However, there are also many other points worthy of consideration.

To digress slightly and "resume backwards" you will recall that business remained good until about two years after the war. Then the brakes were applied and things slowed down quite rapidly. In taking note of this, I assumed that our overhead would shrink just as our volume was doing. To my surprise, however, the overhead went up almost as fast as general business went down. In other words, we lost our war business and not only retained our war overhead but added materially to it.

A couple of years in the red resulted in a lot of heavy thinking on our part. With overhead being reduced to a minimum and yet still remaining too high, it was evident that we had to get a larger volume. Various side lines were tried with a fair degree of success, but the gradual passing out of card jewelry which began about this time, largely off-set these efforts. Plainly, it was up to us to sell more watches and diamonds. But it was easier to decide that this should be done than to find ways and means of doing it.

At this particular time, ours had been a cash store for fifty years and we had been watching the growth of the credit man with considerable interest. A great many credit jewelry stores had been started during the war, but we felt that most of them employed methods which certainly could not be made fit in with a business

(Continued on page 85)



"Credit!" Answers William Gibson

Six years ago, the Chicago firm of Cole and Young of which Mr. Gibson is a member, abandoned its 50-year old cash policy in favor of a high-grade credit plan. The result has been a 500 per cent volume increase—sufficient reason in itself for our selection of this prominent jeweler to give KEYSTONE readers the credit side of the picture

(Continued from page 78)

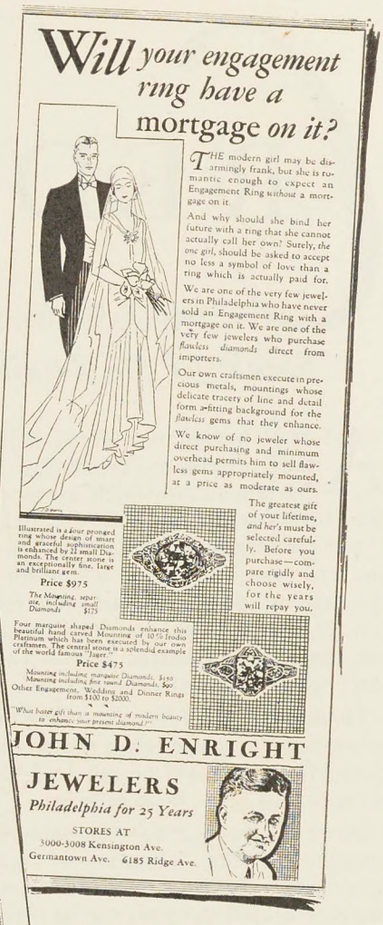
bought in the majority of instances because it is an absolute necessity, but for deep, sentimental reasons. Almost every piece of jewelry sold, represents a gift of love or esteem and, in order that it may be presented with the fullest pleasure, it must be paid for. What I mean is even more forcefully demonstrated when it comes to consideration of the engagement ring. Imagine the much greater satisfaction of the girl when she can show friends a ring in a box bearing the name of a well-known cash house. They can't say behind her back: "Well I guess he is buying it for so much down, and so much a week," as they are all too likely to do otherwise.

Besides, how can a young lady be proud of her new husband when the very foundation of their happy married life is based upon mortgaged jewelry? Certainly, it cannot be said that a young man is making much of a sacrifice for "the only girl in the world," when he buys a ring for a dollar down and a dollar a week.

Moreover, as I see it. there are just three types of jewelry buyers and, of these, two belong to the cash store. First is the well-to-do customer—the executive, banker, professional man and others of similar position. It is hard to picture men of this type buying on time. What would be the attraction? A year to pay would mean nothing but annoyance.

So they go to the cash jeweler and regard his reputation as being of fundamental importance. They pay cash and want full value for their money. They would not like to be brushed aside by the crowd coming out of the complaint room in a credit store.

How will you answer her unspoken questions?...
After the first flush of excitement, and surprise that greets the sight of her engagement ring—a thousand questions will race through her mind—"is it nicer than Betty's, or Ruth's or Sarah's—"is the stone a good one—it is really paid for—where did it come from?"
Before she is forced to voice her unspoken questions, will you hand her the box which eloquently tells her that she will be proud to have her ring pass the scrutiny of a thousand eyes, because its origin at Enright's guarantees it to be a flawless gem, enhanced by a mounting of delicate beauty.
This Christmas, you will want to give her a ring that she will cherish forever—because it is actually paid for. The name Enright on the box is your guarantee, and hers, that no finer ring will ever grace a woman's hand.
Before you make the most important purchase of your life, come to Enright expecting to find only flawless gems, beautifully mounted, at a price considerably less than you can find elsewhere.
This delicate rose design has sprays which interwine, on each side a pear flower set with 2 small diamonds and whose leaves form the prongs in which is mounted a large brilliant and flawless center gem. This alluring design is also embellished by 33 smaller diamonds.
Priced at $2000.00
Mounting separate including small diamonds, $200.00
This exquisite wedding ring on all platinum contains 14 diamonds mounted in heart shaped settings.
Priced at $175.00
Other Wedding rings in white gold and platinum in many beautiful designs from $20 up
Other Engagement, Wedding and Dinner Rings from $100 to $2000
"What better gift than a mounting of modern beauty to enhance your present diamond?"
JOHN D. ENRIGHT
JEWELERS
in Philadelphia for 25 Years
STORES AT
3000-3008 Kensington Ave.
5522 Germantown Ave. 6185 Ridge Ave.


Will your engagement ring have a mortgage on it?
THE modern girl may be disarmingly frank, but she is romantic enough to expect an Engagement Ring without a mortgage on it.
And why should she bind her future with a ring that she cannot actually call her own? Surely, the one girl, should be asked to accept no less a symbol of love than a ring which is actually paid for.
We are one of the very few jewelers in Philadelphia who have never sold an Engagement Ring with a mortgage on it. We are one of the very few jewelers who purchase flawless diamonds direct from importers.
Our own craftsmen execute in precious metals, mountings whose delicate tracery of line and detail form a fitting background for the flawless gems that they enhance.
We know of no jeweler whose direct purchasing and minimum overhead permits him to sell flawless gems appropriately mounted, at a price as moderate as ours.
The greatest gift of your lifetime, and her's must be selected carefully. Before you purchase—compare rigidly and choose wisely, for the years will repay you.
Illustrated is a four pronged ring whose design of smart and graceful sophistication is enhanced by 21 small Diamonds. The center stone is an exceptionally fine, large and brilliant gem.
Price $975
The Mounting, separate, including small Diamonds $125
Four marquise shaped Diamonds enhance this beautiful hand carved Mounting of 10% Iridio Platinum which has been executed by our own craftsmen. The central stone is a splendid example of the world famous "Jager."
Price $475
Mounting including marquise Diamonds, $300
Mounting including four round Diamonds, $90
Other Engagement, Wedding and Dinner Rings from $100 to $2000.
"What better gift than a mounting of modern beauty to enhance your present diamond?"
JOHN D. ENRIGHT
JEWELERS
Philadelphia for 25 Years
STORES AT
3000-3008 Kensington Ave.
Germantown Ave. 6185 Ridge Ave.

Mr. Enright proudly features the fact that his are cash stores, believing that many people still take pride in paying cash for their jewelry

The second type of buyers comprises the great bulk of people of more than average intelligence—those who are working and trying to get somewhere in the world—the salesmanagers, the bank clerks, accountants and hundreds of others of similar classification. When home, they must think about the future and the methods of advancing themselves in the world. They can't be worried by unpaid bills. Neither can they afford to have their names investigated or receive collectors at their places of business.

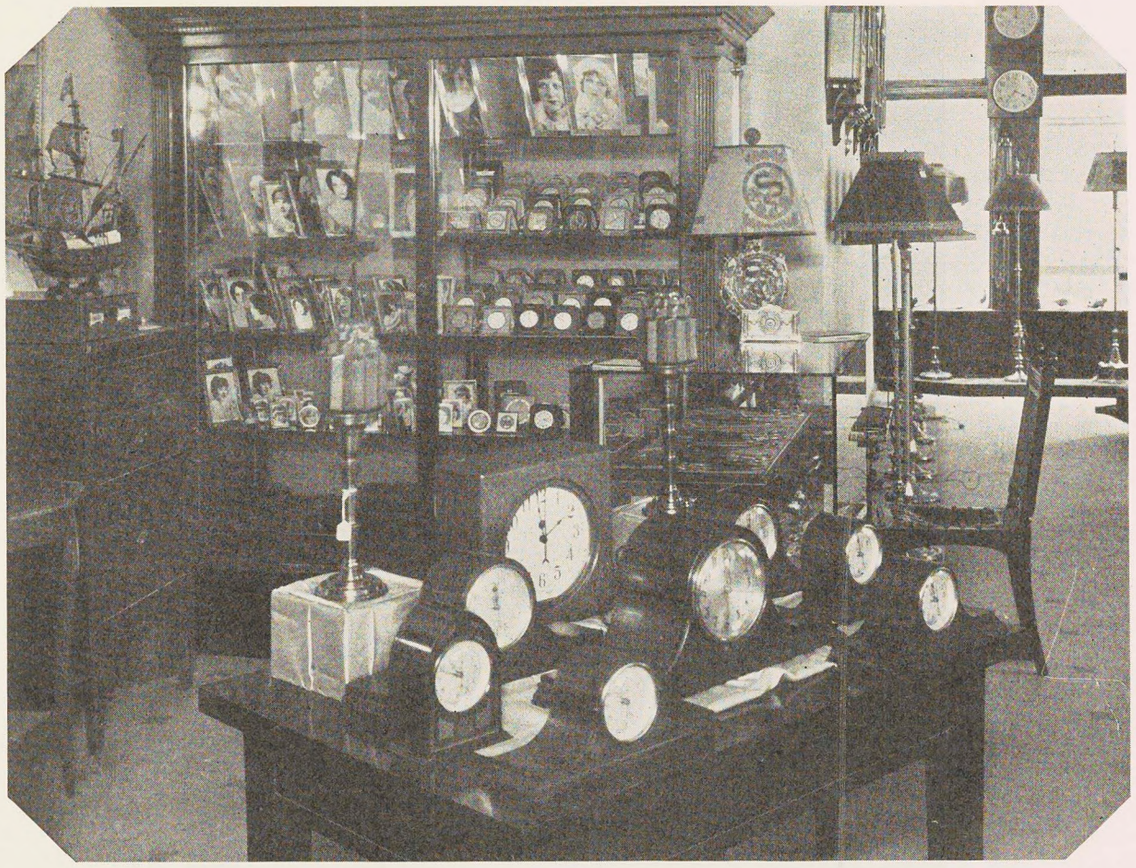
That leaves to the credit jeweler the people who have never earned large salaries and who are content to go along from week to week paying a dollar here and a dollar there as long as their money lasts. Strictly speaking, the time payment jeweler, never has been a competitor of his contemporary who sells for cash. The former's business comes from a class which never bought jewelry before, and is buying jewelry now solely because he makes it possible for them to do so.

Consequently, I consider the credit jeweler as doing a great educational work which is bound to be decidedly advantageous to the cash house. His customers eventually grow tired of paying by the week, of being hounded by collectors, and of buying merchandise that costs a big sum and which is sometimes inferior in quality. Then they turn to the cash house.

Almost every day, in my own stores, I meet people who are there because of the missionary work of the so-much-a-week people. A few weeks ago a young man of the neighborhood came into my store and purchased a fifty dollar watch. Several days before he had allowed a timepiece to be "pulled" by the repossessor for a credit establishment. In the beginning, he paid his instalments regularly. Then the watch began to perform badly but he could get no satisfaction. The collector to whom he complained made fair excuses, but would do nothing except offer to make it right when he bought the next piece of jewelry.

Recently, I obtained an interesting insight into the sort of risks taken by credit houses. A man came into my main store to get a repaired watch, but was unable to answer a few standard questions, which we always ask to safeguard against giving a time piece to someone who may find a lost check. Finally he admitted that he was a "puller" for a credit house and, after a few minutes of talk, covered the top of a showcase with cards recording the pieces he was going to take back.

I immediately recognized the name of a corner loafer



An appealing nook in the giftwares section of the A. Stowell & Company store in Boston. Electric clocks and lamps are featured

who never should have received credit for anything, let alone a watch costing thirty or forty dollars. Very likely he had panhandled the down payment. There were half a dozen others whose reputations were little better from a credit standpoint. Imagine attempting to sell merchandise to riff-raff like that!

When I entered the jewelry business I was taught that the great prerequisite of success was good-will. Employ every effort to create this essential foundation and you will develop a prestige that will bring back the same people a great many times over a period of years—and one which will eventually bring in their sons and daughters.

The jeweler of the years gone by always held up this picture for his employes to gaze upon.

Then into our midst came the credit jeweler. Beautiful stores, yes; well selected stocks, yes; conducting business in the same manner—no. There are, of course, outstanding exceptions, but I am viewing this branch of the business in a broad sense.

I had heard a great many tales about the credit man, so I started on a little silent tour of investigation of my own. One of my friends had gone into the credit business, and I started out with a visit to him. After looking over his store I saw a room the purpose of which was not self-evident to me.

"What is this room for," I asked.

"Oh, that's the squawks' room," was the reply.

"The squawks' room?" I repeated, perplexed.

"Yes," he continued. "When a customer comes into the store with fire in her eye we escort her into this room. Then we can holler as loud as she can."

As I continued my trip I learned a great many other things about credit ways and methods. Here are the instructions of one firm: "When you have sold a customer a watch do not sell him a band even if he wants it. Wait until the payments are almost completed. And don't, under any circumstance, engrave the watch. We may have to 'pull it' later on."

One fellow who did the "pulling" showed me a huge and impressive notice that was used only on the worst accounts. It had a great seal at the top, looked like a sheriff's notice and stated that if the customer did not appear on such-and-such a date and at such an hour, almost anything might happen.

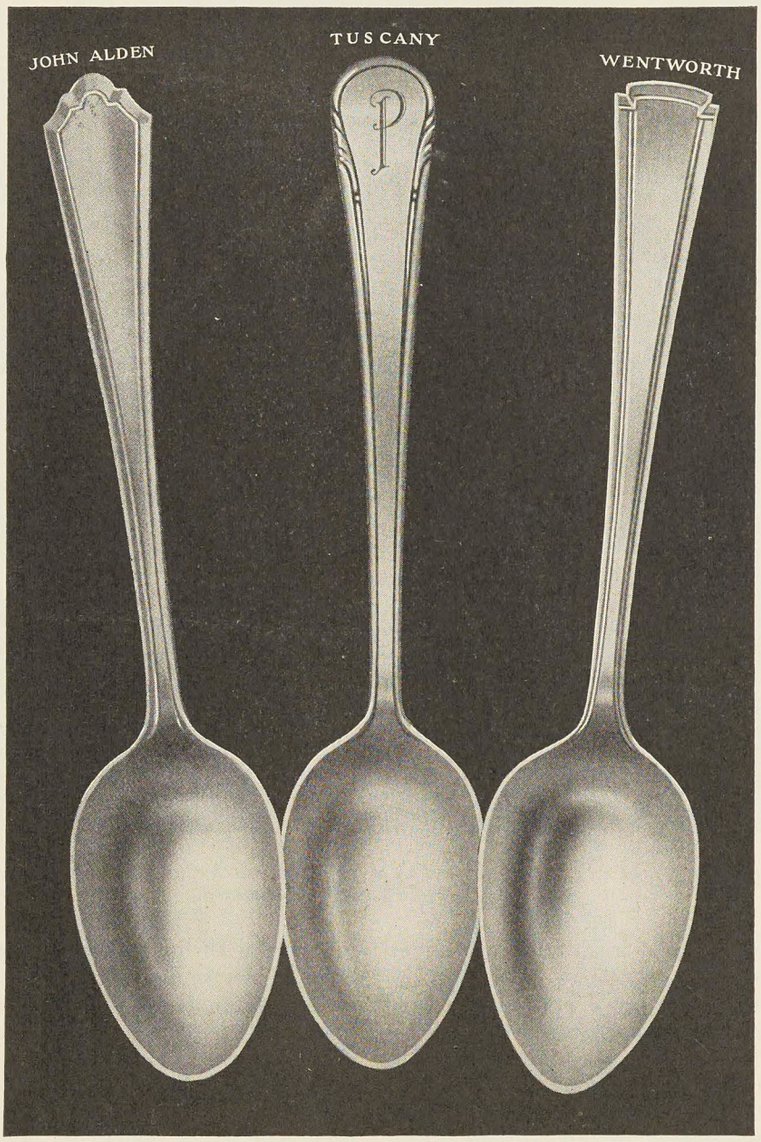
"It always brings them in," said the puller.

I can scarcely imagine a condition like that. Now in my case, I like to get into the store in the mornings, no matter how ill or "off center" I might be feeling. However, I don't see how I would be able to drag myself to my place of business if I thought that I had to speak to several dozen complaining people in the course of the day.

And how do the customers look at this way of doing business? Do they like it?

Well just ask them a few questions and you will hear dozens of expressions something like this: "Never again"; "Well, I am certainly glad it is paid for."

"Believe me," a girl told me some time ago, "I did not show the present until he planked down the



Nationally Advertised Favorites

These three popular favorites will be presented to the brides and graduates (hostesses, too, of course) of May and June, through the vehicle of such splendid publications as *Vogue*, *House Beautiful*, *House and Garden*, *Town & Country* and *American Home*—magazines reaching hundreds of thousands of "our best people" with money to spend—hundreds right in your very community! It will pay you to "tie in" with this publicity and "play up" these leaders in your store displays, newspaper ads and mail announcements. We will gladly supply you with sales helps of all kinds—gratis. The Watson Company, Attleboro, Mass., and New York, Chicago, and San Francisco.

Watson Sterling

receipted bill, for I passed through an embarrassing experience once before. I had to return a gift that was not paid for."

People may buy on time, but they prefer the cash method all the same. I often think of this little story:

"Nellie, will you run to the store for me?"

"Yes, mother. Shall I go to the chain store or don't you have any money?"

I have already mentioned the fact that some manufacturers aid the credit houses without taking the position of the cash jeweler into consideration. They demand that both sell at the same fixed price. They are attempting to penalize the cash buyer at the expense of the one who buys on time, and are consequently backing a policy that is economically unsound. In the end, they will have to suffer for it in some way, for I regard it as self evident that a man who buys for cash should not be compelled to pay as much as the one who takes a year to pay it.

There are few of the standard, nationally-advertised articles that we could afford to sell considerably below the fixed prices. We would be glad to pass the savings along to our customers relying as we always have upon quick turnover. However, we don't want to be known as price cutters. Besides, a number of the companies would then refuse to sell us.

As a result, we give extra service which partially absorbs this profit. In the case of silverware we supply a beautiful chest that is worth a certain fixed percentage of the selling price. Moreover, we do engraving free of charge.

The same is true of watches. Many credit men won't do any engraving, not only because they want to spare expense, but because they may have to "pull" the watches in the future. We not only do this for nothing, but will originate a distinctive crest for each customer.

We can afford to do this because the manufacturers demand that we take a certain profit. We set a portion of our profits aside, not only to do engraving, but to stand behind the watches we sell even more fully than the makers. In our repair department, there is a box filled with timepieces that have proven unsatisfactory in the hands of customers, and which I have replaced when the manufacturers would not.

The selling of diamonds, however, is the foundation and corner stone of my business, and you can only sell diamonds when you have the good-will and full confidence of the public. The credit man appears to bother little about these prerequisites and is already beginning to feel the lack of them. I notice that a recent report shows that the credit jeweler, while he may be selling more watches, is experiencing a decrease in the diamond business. And that is where the profits are!

Besides, I buy my own findings and stones and produce jewelry in my own manufacturing department, which sells much below prices asked in the credit houses. The typical credit man knows nothing about this end of the business. Frequently he is not a jeweler at all, but a man who has come into the business from some other line. Hence, instead of effecting savings by skilled purchase, manufacture and assembly, he takes the attitude "What do I care. There is a big discount on it, I can make money." And the public pays.

All of this present confusion, however, is bound to clear away. Since the cash and carry principle is deeply rooted in the minds of the American people, I predict that the jewelry business of the future—speaking of its vastly more important proportions—will be a cash business built upon the traditions of the past.

An organization or organizations with stores in all principal cities buying and selling for cash, and dealing in great quantities at a small margin of profit will get the cream of the business. By the use of powerful, nation-wide advertising the public will be taught the great advantage of buying jewelry for cash.

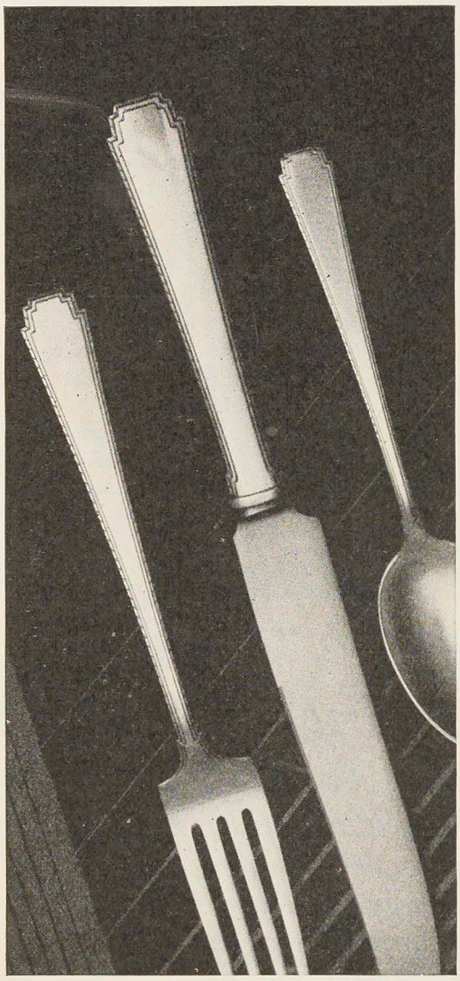
No, thank you, I will stick to the kind of merchandising that permits me to count my money at the end of the day. It is the only one that is safe and sane and sound.

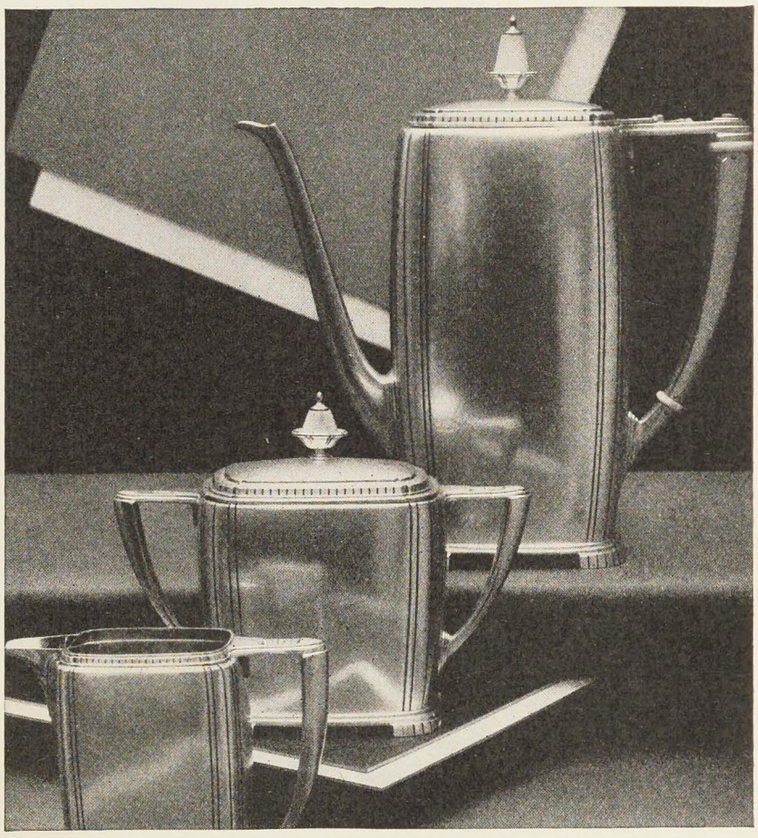
What Do You Think of the "Cash or Credit" Discussion?

THE Editor of THE KEYSTONE would like to hear from readers relative to the interesting articles by Mr. Enright and Mr. Gibson. Practically every jeweler has given this important subject a lot of thought in recent years and many, no doubt, have some interesting views on the matter. The more light that can be thrown on the subject, the easier it will be for the individual to make a decision. Take your pen in hand—today!

W A L L A C E S I L V E R S M I T H S

Radio is making "RHYTHM" customers for you





Don't miss the Wallace Silversmiths Program. Every Friday at 6:15 P. M. Eastern Standard Time over WJZ, WBZ, WBZA, KDKA and WCKY. 5:15 P. M. Central Standard Time over WIBO, KWK, WREN, WSB, WSMB, WAPI, WSM.

BECAUSE the Wallace Silversmiths program is built around rhythm, the Rhythm pattern in Wallace Sterling is becoming better known than ever.

Radio is making new Wallace prospects—customers for *you*, the Wallace jeweler! Your cue is to display and advertise Rhythm, and draw this new business into your store. The pattern itself has been a winner from the day it was announced. It follows that the more people who know of it, the more Rhythm will be sold. How much *you* sell, is up to you!

Remember, every Friday evening the Wallace Silversmiths make more prospects for you, for the Rhythm pattern. Don't let them slip through your fingers!

R. WALLACE & SONS MFG. CO.

Silversmiths—Wallingford, Conn.

NEW YORK *411 Fifth Ave.* CHICAGO *10 So. Wabash Ave.* PHILADELPHIA *1204 Chestnut St.*

SAN FRANCISCO, *140 Geary St.*

Wallace are designers and makers of tableware, dresser silver and trophies in Sterling, tableware and trophies in Silver Plate; Early American and De Luxe Pewter . . . . . Founded in 1835

MEMBERS OF THE STERLING SILVERSMITHS GUILD OF AMERICA

Mr. Gibson's Defense of the Credit Jeweler

(Continued from page 79)

such as ours. Surely, by any manner of reasoning, our store could not indulge in practices such as marking up some cheap Swiss watches costing $8 to $10 to $40 or $50, and then putting a mark-up of several hundred per cent on "interior decorated" *perfect cut* diamonds, trusting to luck that customers would come rushing into the store. At the same time, we felt there might be a middle ground wherein deferred payment sales could be used to advantage. The more we studied, the madder we got and the madder we got, the surer we were that our salvation was in the adoption of a credit system built along sound, ethical lines which we believed would enable a high-grade store to build for a prosperous future.

I'll admit that it wasn't easy to make the change. There was a very real fear that we might lose the fine reputation we had been fifty years in the making. And, of course, this wasn't a pleasant thing to consider.

One day, in 1924, however, the break was made. To our surprise, the sun was still shining the following day just as though nothing had happened. The world did not come to an end.

When we made the change, we thought that a sign featuring credit would bring the customers to our store in droves. In fact, we were rather worried for fear so much merchandise would suddenly be sold on instalments that it would keep us busy buying and paying for more. We wondered how long we could keep up discounting our bills, having our merchandise accounted for on ledger cards rather than on inventory sheets.

CHANGING FROM CASH TO CREDIT

HOWEVER, to state it plainly, little or no attention was paid to our "terrific plunge" and we learned another lesson. This was that we had to do some real advertising and publicity work in telling people that they could now exercise their credit at our store. A fifty-year reputation as a cash business was against the success of any sudden change meekly announced on a sign in front of the store. Even at the end of a year, after using three local papers consistently in addition to street car cards, bill-boards and direct mail, we found that our credit business accounted for only twelve per cent of the total.

But in the end we were successful. People came and bought on time and if there has been any loss of prestige, we have failed to notice it. Our business has increased 500 per cent in the six years we have featured deferred payments. Our deposits on sales run about 16 per cent of the total. Our collections average about 25 per cent a month and losses are under 2 per cent Those behind the counters are kept busy and there is plenty of opportunity to exercise real merchandising ability.

The credit business is a nice clean business if run on the level—and we have found that it can be. We get a much better turnover than we did in the past on a cash basis. Through selling on time, we are getting a steady income on merchandise which, were we still selling for cash, would probably be gathering dust in our show cases waiting for customers to save up enough cash to come in and pay for it.

Customers literally carry our stock for us and pay us a nice steady income throughout the year for the privilege of doing it. At the same time, they are enabled to buy better jewelry than would be the case if they were required to pay cash—and they are also enabled to buy more of it.

NO SYMPATHY FOR "BORAX" MERCHANTS

I HOLD no grief for the borax type of credit merchant. I have no defense to offer for borax methods and when I speak of a credit jewelry store, I refer to the type which we are trying to conduct—one which realizes the necessity for selling only the finest merchandise and appealing to customers who are qualified to pay for what they buy.

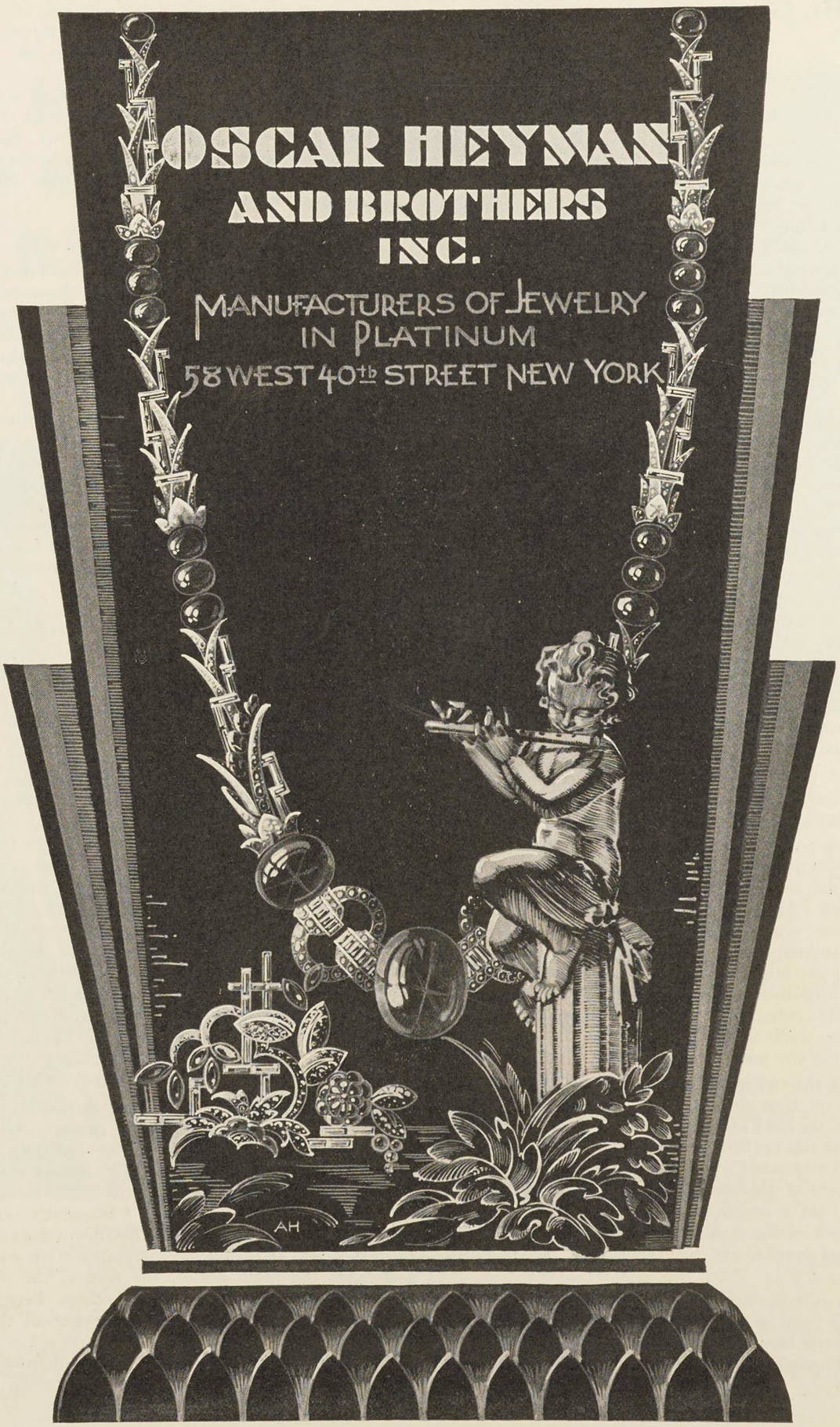
In my opinion, a great many of the old-time cash stores which remain as such are in for a terrible business trimming. Of course, a great many of the smaller ones are really glorified repair shops and will probably continue to hang on in a precarious way making a modest living for those in charge. From hundreds of interviews, however, I feel positive that the run-of-the-mine cash stores of the larger size are through unless the change to credit is made. Not a few stores of my acquaintance have been in business as long as we have, enjoy a reputation equally as good or better, and yet, because they continue on a cash basis, are not selling any diamonds and watches to speak of. You can guess how long they can continue under such conditions.

Speaking of the retail jeweler at large, our greatest problem seems to be that we are a fine bunch of mechanics. A great many of us had no knowledge whatever of merchandising, advertising, store management, salesmanship and buying, when we graduated from the bench. In fact, it was considered quite the thing to let the boy wait on trade and trim windows while we, as proprietors, stuck to the bench, loupes in our eyes, gazing stolidly at the inwards of an ailing timekeeper. It has been hard to live this tradition down and it still clings to many of us. A credit store is a merchandising institution in every sense of the word and the place of the mechanic therein is merely a subordinate one. That is why it has been hard for many jewelers to grasp the new order of things—why many of them continue to plug along as they have in the past.

COMPETITION NECESSITATES ADOPTION OF CREDIT

I SOMETIMES wonder if it has soaked into the mind of the average cash jeweler that his competitors are not other jewelers but all the countless stores selling luxury and semi-luxury merchandise. This factor which is referred to as the "new competition" has been mentioned time and time again, but I frequently doubt if it has really been driven home to the inner consciousness of the jeweler. In reality, his competitor is the automobile man, the radio dealer, the furrier, the theater owner, the candy man and a host of others. Personally, I doubt if the jeweler sells one per cent of all the gift merchandise that is sold.

The average man is supposed to spend from 75 to


OSCAR HEYMAN
AND BROTHERS
INC.
MANUFACTURERS OF JEWELRY
IN PLATINUM
58 WEST 40th STREET NEW YORK
AH

80 per cent of his income for necessary living expenses. This leaves only from 20 to 25 per cent for all kinds of luxuries and semi-luxury merchandise.

Practically all of the jeweler's competitors in these other lines use modernized "high-pressure" methods and 90 per cent of them feature time payments in no uncertain terms. There is none of the old-time spirit of professional conservatism which many jewelers feel is so necessary to the welfare of their stores. These competitors are busily engaged in merchandising along the most modern lines. Easy payments are an outstanding feature. What chance then has the cash jeweler who sits by waiting for customers to save enough money to make a jewelry purchase and then hunt him up for the purpose? Certainly, jewelry is faced with strong competition from automobiles, radios, furs and these other things, and I am equally certain that, if the jeweler is to get his share of the consumer's semi-luxury dollar, it is up to him to make his goods just as available and just as easily purchased as the merchandise with which it is in direct competition.

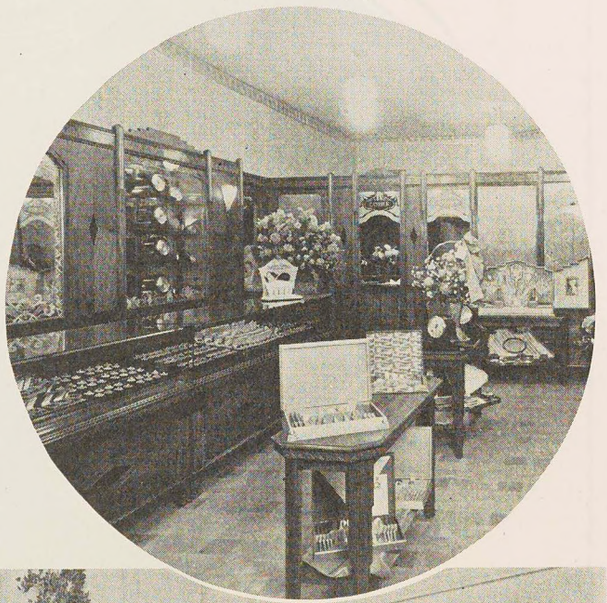
Right here I want to stop and admit that there always has been and always will be a place for the fine cash jeweler in every town. My hat is off to men like John D. Enright who still operate highly successful cash stores—and who will continue to do so in the future. This small band of specialists would succeed at anything, at any place and at any time. They are the type of men who, building mouse traps in the forest, could lead the world to beat paths to their doors. These fellows can take care of themselves, but what of the rest of the cash jewelers—the 90 per cent?

Why, oh why, I wonder, do they continue to be so terribly conservative? If the jewelry store represented a newer business like autos or radios, we would have little to live down and less to live up to and such a condition might be a good thing.

Many jewelers seem opposed to style changes or to progress and, in all probability, they will pass from the merchandising picture without knowing why they are passing. A high-grade credit system offers them an opportunity to stay in the game and forge ahead. Certainly, it is up to the jeweler to modernize to the best of his ability, to "step on the gas" in every sense of the word, to get the business back from drug stores, department stores and all the other competitors and to get into the swing of things before it is too late. Ultra-conservatism was all right in its time but that time is long past. Today, in place of conservatism, has come dignified modernism—and modernistic selling means DEFERRED PAYMENTS in big, bold letters.

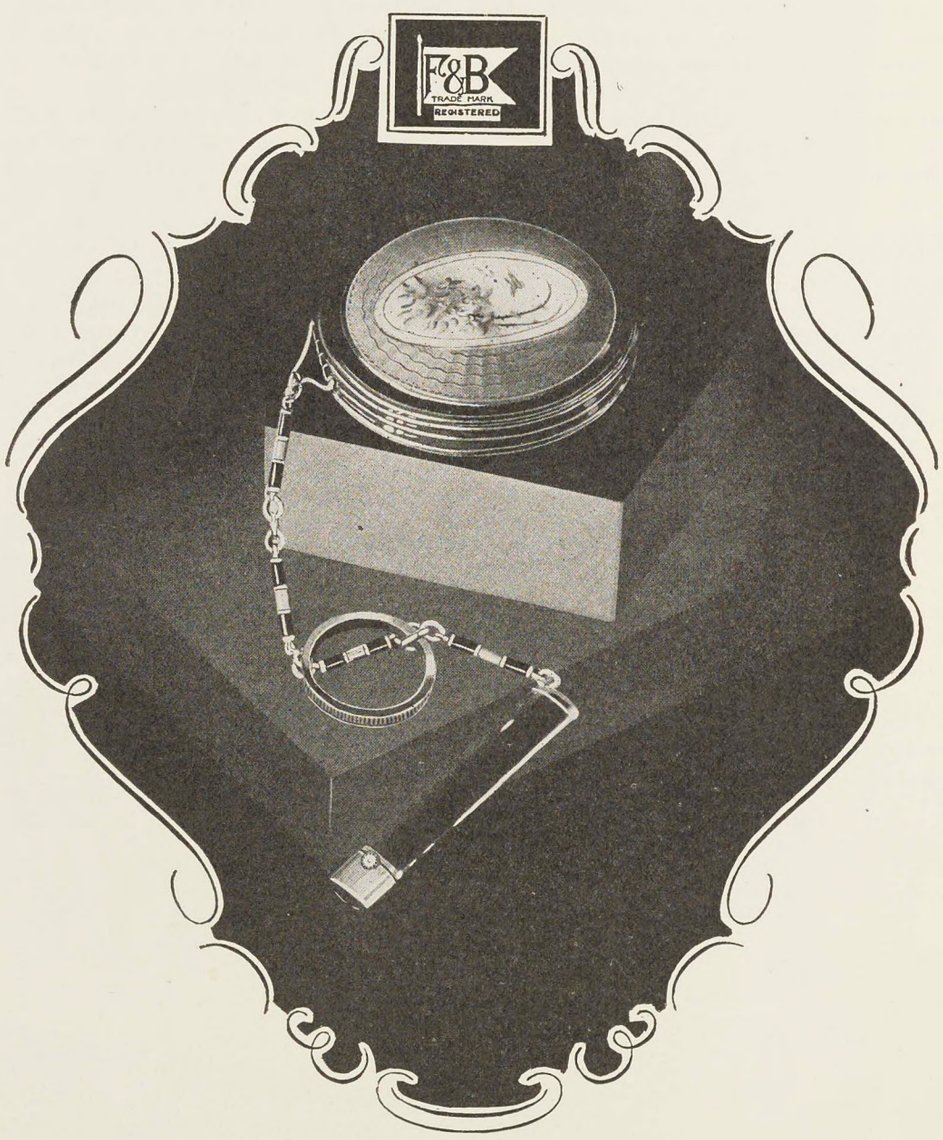
Apparently, any new idea presented to most of us jewelers is due for a good panning. Why should we

(Continued on page 89)



Credit stores have brought aggressive selling and modern stores to the jewelry business, claim proponents of this method. Accompanying illustrations show two good examples of high-grade stores which feature jewelry on deferred payments

THE · SKILL · OF · HALF · A · CENTURY



A sterling double powder box, with lip stick, chain and finger ring, all enameled in any color and pattern. The number shown is 8207/27

THEODORE · W · FOSTER · & · BRO · COMPANY
100 · RICHMOND · STREET · PROVIDENCE · R.I.
New York Chicago Los Angeles

stock watches in the modern styles after selling Mr. Jones, Mr. Brown and Mr. Smith good watches thirty years ago and stating then that these timekeepers would last a life time? We just can't "double cross" them now!

Jewelers must realize that conditions are undergoing a radical change. Style has become an important factor in the jewelry business and they must keep abreast of it whether it be style in merchandise or style in the way it is merchandised. I have just returned from an extensive trip and, as is my custom, made the rounds of jewelry stores in the localities which I visited. Two managers in two of the best stores upon whom I called not only showed me their old yellow gold watches but bragged about them. One of these timekeepers was an old hunting-case model, twenty-seven years old! Imagine finding such relics in the counters of credit stores!

JEWELER MUST CHANGE WITH TIMES

I ADMIT that, at one time, I was a smart boy myself. During that time, I refused to countenance anything but Tiffany type mountings. I felt that this was the only way to set a diamond—that basket mountings were ugly. As for white gold, I felt that gold had always been yellow and there was no need to change it. Wrist watches got the same sort of reception with many members of the trade and so did the instalment method of selling when it came along.

For myself, I have made a distinct change from the old conservative methods. As far as I am concerned, the public can now have what it wants, when it wants it—and in the way it wants it. If people want white gold, I shall be only too glad to sell it to them. If they want to wear watches on top of their heads, I'll be on hand to fill the demand. If they want to wear bracelets on their ankles, they can find appropriate items in my store as long as they are true jewelry store products. And if they want to buy on time, they can exercise the credit privilege as long as an investigation of their standing indicates that they deserve it. If I am not in a position to do these things when the public demands them and when competition from other lines makes them necessary, chances are I'll soon drop out of the business picture. And I don't want to do that—for a while, at least.

The jewelry business is an old business and many of us have been in it too long without getting the benefit of any younger and more modernized advice. I think that every jeweler who has been in the game for more than ten years, should have a younger man connected with the executive affairs of the store. Only recently, I read about a man who, upon being engaged to fill a high executive position with a large corporation, was told by the president to get a man ten years younger as an assistant. He was further instructed to have the assistant do the same. By this means, the president felt he could keep his corporation strictly abreast of the times by assuring it of a steady influx of new and profitable ideas.

I don't believe that young folks like older salesmen to show them the styles. As far as jewelry stores are concerned, I believe that few old jewelers are capable of doing such work to advantage anyway. Similarly, it may be hard for an old-time cash jeweler to delve suddenly into credit selling. It probably will be a wise thing for him to get a younger man connected with the store—and after the young man is there, I have no doubt but that he will immediately insist on the adoption of an instalment plan. He knows what his generation is demanding.

In addition to serving as something of a defense for the present credit system, I trust this article may also serve as an argument to awaken at least a few jewelers of the old school to a realization that credit will play an increasingly important part in the jewelry business of the future. What has been written is not intended as a slam at any one. I have no time to indulge in slamming. My heart is in the jewelry business and the old-timers with whom I have grown up in the trade are my friends. If anything that I can say or do will help them keep pace with the times more efficiently and more profitably, I shall feel very happy. That is why I stress credit selling. Credit selling has done much for us and I feel it can do just as much for others providing they give it the proper opportunity.

By all means, no cash jeweler should confuse modern credit business with the old-time charge accounts among what used to be considered "the best people" in town. These old open accounts were paid when customers got good and ready to pay them. Many a cash jeweler did not get his money as promptly and as surely as does the credit jeweler of today.

In our store, as in any ethical credit store, each prospective account is judged by the credit manager. Merchandise is sold on the contract basis and there is no monkey business and no unwarranted delays. Payments are made regularly—and if they aren't, no time is lost in bringing the matter to the delinquent's attention. Prompt payments are the invariable result and, more than this, the collection of the money is distributed evenly throughout the year. For instance, collections are heavy in January as the result of Christmas sales. From experience I know that this is not so in the average cash store.

MEETING COMPETITION BY CREDIT SELLING

IN closing, I again want to state that I have no brief for the borax credit store. I realize as poignantly as any man in the business the necessity for keeping credit selling on a high plane. I also realize that many credit jewelers have fallen far short of what they should be and that a certain stigma attaches to the store which blatantly features credit. At the same time, I firmly feel that the ethical credit jeweler is the jeweler of the future. He will have to be a credit jeweler if he is to remain in business. Most sales of luxury and semi-luxury merchandise in America are being made on time and certainly the jeweler can be no exception to the rule. He must make jewelry just as available to people as any of the other merchandise for which they might spend their money—or he certainly will find sales few and far between.

In closing, I want to say that if there is anything I can do for any readers of this article in helping them get started on what I believe is the best method of selling jewelry today, I shall be only too glad to help—or refer them to those who, I believe, can give them what they need.

"How Can My Product Be Sold Through Jewelers?"

ANY MANUFACTURER, SALES MANAGER OR ADVERTISING AGENT WHO HAS A PROBLEM OF DISTRIBUTION THROUGH THE JEWELRY TRADE IS CORDIALLY INVITED TO

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We know the Jewelry Business in all its phases. Personal contact with every important factor in the Watch, Clock, Jewelry and Silverware industry and years of systematic research have given us a fund of special knowledge that is of incalculable value to marketing executives.

General statistics and lists may be obtained from a variety of sources but our special Market Analysis and Merchandising Service is a distinctly KEYSTONE feature based on thorough knowledge of the industry we serve.

SHOULD YOU SELL THROUGH WHOLESALERS?

Which wholesalers? Where are they? What territory does each cover effectively? With how many salesmen? Do they issue catalogues? How large? How many copies? Where do the catalogues go? What competitive lines do they handle? What lines will they push?

—"ASK THE KEYSTONE"

SHOULD YOU SELL DIRECT TO RETAILERS?

Which retailers? What is their standing in their communities? Their ability to win customers for a line? Are they central or suburban? How many display windows? How many employes? How long established? Character of store? What competition?

—"ASK THE KEYSTONE"

SUPPLEMENTING OUR PERSONAL FIELD WORK

More than 25,000 trade outlets have been questionnaired, in many instances for specific information on sales possibilities for certain classes of goods. This has given us a cross section of the trade that no other institution can duplicate and our personal advice based on digest and analysis of our data is available to interested executives. Absolutely no obligation attaches to this service.

Business today is a battle of BRAINS armed with FACTS.

—"ASK THE KEYSTONE"

THE KEYSTONE PUBLISHING CO.
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Conferences in Philadelphia or New York by appointment.

For *the* Executive

A Department Devoted to Subjects of National Importance and General Business Interest

National Legislative Matters are Reported for This Department by Clarence F. Linz Washington Bureau, "The Keystone"

Tax Receipts Reach High Total Despite Reductions

INCOME and corporate tax receipts totaling $559,503,700 at the end of March, representing a decline of only $42,000,000 under the returns of last year, have greatly alleviated fears of Treasury officials that, due to the reduction of one per cent in normal tax rates and the stock market deflation of last Fall, tax collections on incomes for 1929 would be seriously reduced.

The large collection total is attributed to the fact that individual taxable incomes for the year were not seriously affected by the stock market liquidation, and that corporation taxes showed very material gains, greatly overcoming other losses.

Officials of the Treasury Department, however, hold that the question as to whether or not the one per cent reduction can be extended to 1930 incomes is still a matter of conjecture. While revenues may warrant another tax cut, the question of business conditions during the remainder of the year, and government expenditures must be considered. The estimated surplus of $225,000,000 when President Hoover sent the 1931 budget to Congress, last December, will be cut by the appropriation of $100,000,000 given the farm board and the one per cent reduction in 1929 tax rates. After considering all factors concerned, however, Treasury officials think that a surplus of more than $50,000,000 may be anticipated on June 30.

Trade Commission May Withdraw Approval of Codes of Ethics

RADICAL changes in the attitude of the Federal Trade Commission toward the so-called codes of ethics adopted by various industries are expected to be announced in the near future.

Approval of a number of these trade practice agreements is likely to be withdrawn by the commission, which is understood to have been advised that the rules are contrary to the Sherman law.

Rumors of possible changes in the commission's policy have been in circulation for some time and it is known that the matter has received serious consideration by members of that body. Foundation to the rumor has been given by recent intimations that the rules drawn up by an important industry and submitted to the commission for approval were dismissed as unsatisfactory.

Commission Officials refuse to comment upon the situation, but it is known that the commission's counsel has given the matter considerable thought. In view of attacks recently made upon the trade practice conference work in Congress, it is probable that the commission will attempt to minimize the importance of its change in attitude by calling into conference industries whose rules are to be rejected in order that they may "amend" their codes so as to eliminate all provisions which might be violative of the law.

It is intimated in Washington that hardly any of the trade practice rules which have been drawn up by industries are fully in accord with the anti-trust laws, and it may be that the commission, in an effort to make perfectly plain its attitude toward those laws, will issue a statement revoking its approval of a number of codes. To do this, however, would lay the commission open to bitter attack from its enemies in Congress.

The whole matter of the trade practice conferences was laid before the House of Representatives recently by Congressman Wright Patman (Dem.) of Texas, who characterized them as "Amos and Andy meetings" and asserted that "the members of an industry do not care anything about the Federal Trade Commission; and all they want is to get the stamp of approval of that commission."

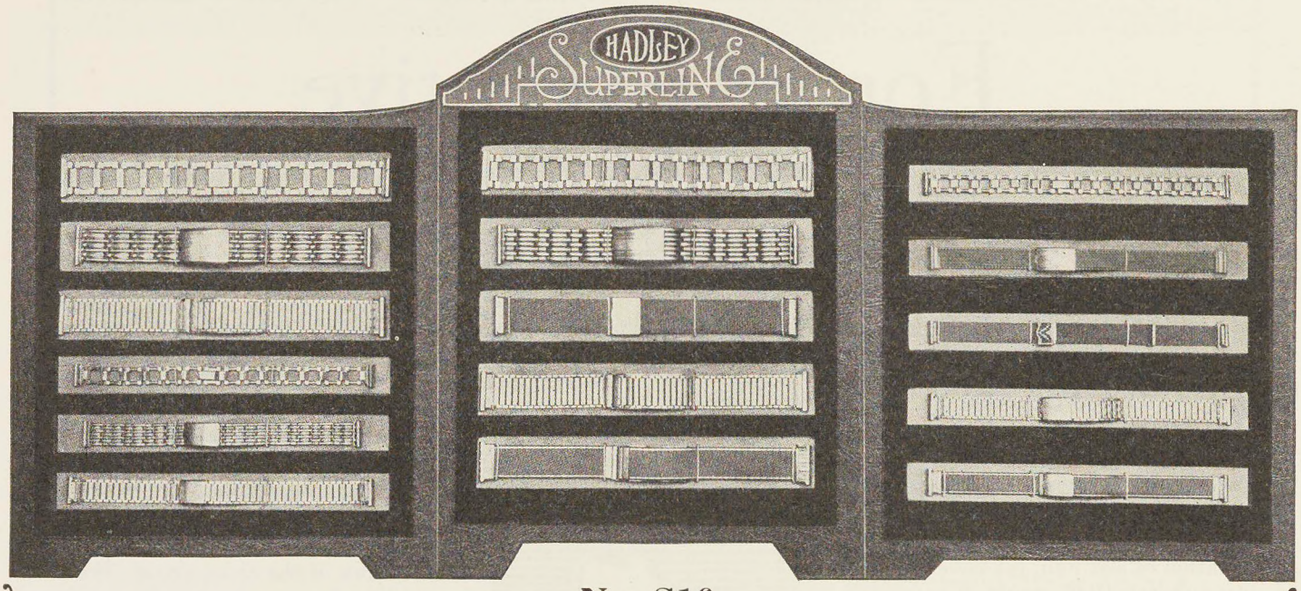
Congress, he asserted, has three times refused to give its approval to the work which the commission is doing, once when the original bill creating the commission was under consideration in 1914, again in 1922, and still again in 1929.

"Notwithstanding these repeated refusals of the duly elected representatives of the people of the United States to authorize the holding of the trade practice conferences," Representative Patman declared, "the Federal Trade Commission, without authority of law, is now holding and, if not prevented, will continue to hold trade practice conferences for every industry which can organize itself to the extent that a sufficient volume can be controlled to create a monopoly.

"Never in the history of our country has a government board so grossly and flagrantly abused the power entrusted to it. It is organizing trusts and monopolies when its duty is to destroy them."

Urge Government Opinion Being Given in Advance of Mergers

RECOMMENDATIONS that Congress amend the Clayton act so as to confer upon existing administrative bodies authority to determine in advance whether or not proposed amalgamations will infringe upon the



No. S16

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TEN GOLD FILLED
AND
SIX NICKEL CHROME PLATED

A Compact Assortment of Varied Styles and Prices enabling a dealer, with a minimum investment, to satisfy almost any customer.

PRICE COMPLETE—$100.00
(Keystone Discount)

(Profit to Retailer—$52.50 Net)

SOLD EXCLUSIVELY THROUGH HADLEY WHOLESALE DISTRIBUTORS

HADLEY

For the Executive

(Continued from page 91)

provisions of the Sherman Law, are expected to be made in the near future by the American Bar Association.

In support of the proposal, it was contended that a constructive relationship between government and industry would be created by the amendment. The bill would lay down for the government a definite procedure to be followed in dealing with mergers, in place of the present method by which the Department of Justice handles such cases.

Under existing conditions, any interpretive advice given by the Department of Justice or the Federal Trade Commission is unauthorized, limited, and independently given. Firms acting upon the advice of the Department of Justice may be called to account by the Federal Trade Commission, while concerns acting upon the advice of the commission may be liable to prosecution by the Department of Justice. The Federal Trade Commission's trade practice conference plan, wherein business is allowed to settle its own disputes by trade agreements, illustrates the value of the proposed service.

The present situation, it is pointed out, leaves concerns desiring to merge without any means of interpreting the law, or foretelling whether the Government will consider the proposed combines as illegal. On the other hand, the government has brought suits against firms for merging, only to have the courts hold that the amalgamation was not such as to be monopolistic.

Census of Distribution Has Helpful Features

EVERY jeweler in the United States, as well as merchants in other lines, will be in a position to compare his business with that of groups of others in his general locality and in the nation as a whole, as a result of the census of distribution now being made by the government. Comparisons may be made regarding the amount of goods sold, proportion of business done on credit, amount of goods returned, inventory, expenses, number of employes, wages, and various other items. Information will be sought as to the number of establishments an organization operates or owns in a given line of business in different cities, the character of the organization, whether operated by an individual, partnership, incorporated company, or co-operative association. Sales by commodities, such as clocks, watches, diamonds, rings, gold and gold filled jewelry, plated silver, sterling silver, and all other jewelry will be tabulated.

Every business firm in the country will be canvassed. Each dealer will be asked a number of questions which will supply essential facts. No attempt, however, will be made to discover the amount of profit. All questions to be asked are designed for the purpose of obtaining data to eliminate foolish competition, to strike out waste, and in general, to help merchants to know themselves and their businesses to a greater extent than ever before.

The Census of Distribution is designed to give retailers information concerning the number of establishments of each type and size in their own community and the average situation of each group as to such matters as sales, inventory, expenses, employes and services.

Moreover, it will acquaint retailers with the proportion of business done by chain stores as against independents, the degree to which stores of various types sell certain goods and the proportion of retail sales in their region made on credit, and what proportion of sales is offset by returned goods.

Jewelers, according to Dr. Robert J. McFall, chief statistician of the Census Bureau, have long realized the need for basic and comprehensive information concerning the various channels of distribution.

"Until adequate information is available," Dr. McFall declared, "it is wholly impossible to know the many diverse elements of distribution, their operations and deficiencies. There has been some data gathered by governmental and private agencies on distribution, but the work has been restricted in scope with the result that there has never been a complete picture presented.

"For these reasons and many others, the first nation-wide census of distribution, now being taken, has created widespread interest in the business world.

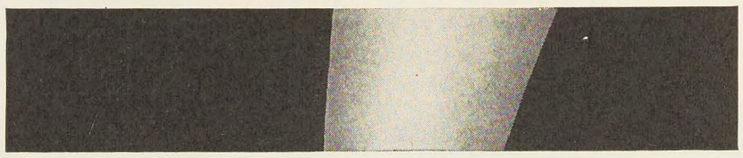
"The work is confidently expected to develop important and useful knowledge affecting the economic life of the country. Rough guesses concerning such elementals as the number of merchants in operation, and their total volume of business, will be supplanted by 'cold figures.' Since the survey is being conducted by the Bureau of the Census, jewelers need have no hesitancy in answering the questions, because there is not the slightest chance that the confidential information they give will be disclosed. They are protected thoroughly in this particular by the law, which requires that such information shall never be revealed by the Bureau of the Census—not even to any other government bureau or department."

Urges Postal Law Charges

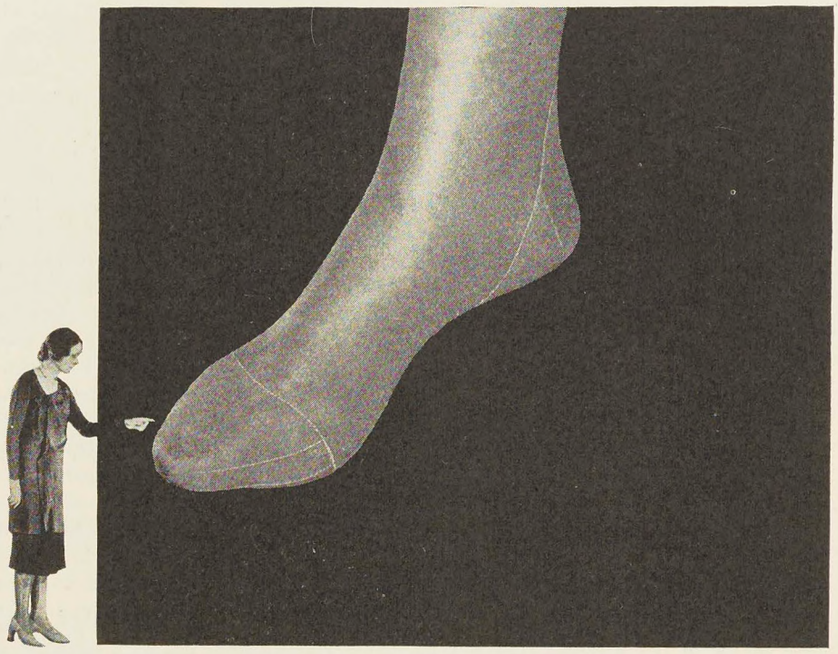
ENACTMENT of legislation authorizing the Postmaster-general to impose a charge for directory service on incorrectly addressed mail matter and to provide return receipts for domestic registered and insured mail, has been recommended to the House of Representatives by the House post office committee.

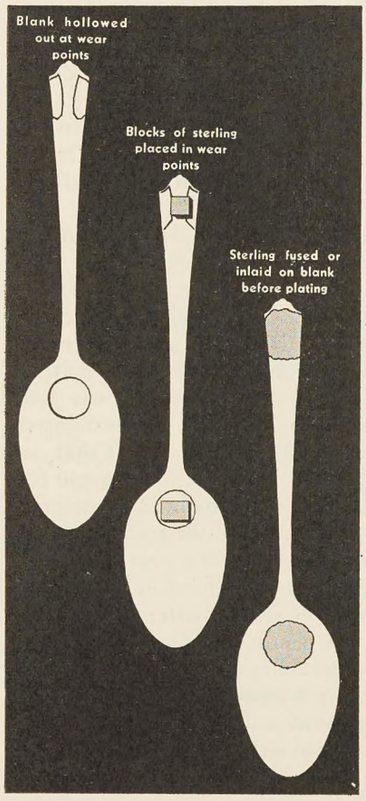
Under the proposed legislation insufficiently or incorrectly addressed mail receiving directory service, and either delivered or returned to the sender, would be subject to a charge of two cents. It is provided, however, that senders of such mail matter may be given information for the correction of their mailing lists. The matter was brought to the attention of Congress in the last annual report of the Postmaster-General, who intimated that there appear to be many business concerns that do not bother to correct their mailing lists, but depend on the postal service to see that their mail matter is properly delivered. Directory service, he declared, costs the department approximately $2,000,000 a year.

Provision whereby return receipts for domestic registered and insured mail may be secured after mailing has long been in demand. The pending legislation provides that, upon payment of three cents at the time of mailing —or five cents subsequent to mailing—a receipt shall be obtained for any registered or insured mail, showing to whom and when same was delivered, and upon payment of the additional sum of twenty cents at the time of mailing, a receipt shall be given showing to whom, when, and the address at which delivered.



A Stocking Manufacturer Who Knows His Business




Blank hollowed out at wear points
Blocks of sterling placed in wear points
Sterling fused or inlaid on blank before plating

These three extra manufacturing steps make Holmes & Edwards Inlaid something more than plate

If the McCallum Hosiery Company didn't reenforce silk stockings at the wear points . . . heel and toe . . . they'd save almost half their cost. But American women demand this reenforcement. McCallum hose sells because of it. ¶ Holmes & Edwards Inlaid, like McCallum hosiery, is reenforced where it wears . . . inlaid with blocks of sterling at the wear points . . . and because of that Holmes & Edwards Inlaid sells easier—will make more profits for you. ¶ The Holmes & Edwards Silver Co., International Silver Co., Successor, Bridgeport, Connecticut.

Holmes & Edwards Inlaid

Something More Than Plate

INTERNATIONAL SILVER CO.

Crystal rings are popular with Dorothy Sebastian, movie star who is featured in Metro-Goldwyn Mayer productions. Miss Sebastian is also an admirer of wide bracelets

Here and There in Manhattan

Short Cuts to Glorification

By EDWARD M. RUTTENBER

THE wavering waistline interests jewelers as well as designers of frocks. Nobody seems to know where waistlines are going—or why. They jump up and down like the mercury in the thermometer, revealing the whims of the wearer. Some waistlines roost high and others low, all according to the lady responsible for the sartorial demonstration. But wherever they happen to be perched, waistlines are likely to be decorative and attention-arresting. This season, the well-dressed New York lady is wearing a diamond buckle to stress her adherence to the vagaries of fashion and, on occasion, the jewel hangs very low. Again it will be encountered high on the midriff—but a diamond crescent is likely to be observed in either case. At the recent fashion show of the Garment Retailers' Association held in New York, the designers made a great deal of "stomach ornaments" although said ornaments were not always in the correct geographical position. Much fuss is made over the belt in the new costuming for women and, of course, the belt provides a line on which the wearer may advantageously hang polite decorations.

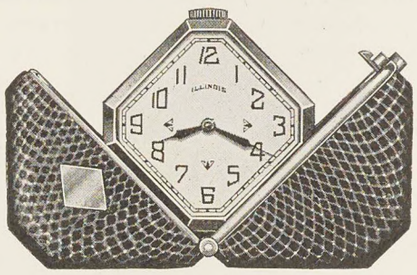
On some of the well-dressed business women present, as well as the mannikins I noticed that the jeweled buckle was much in evidence. A great deal has also been made of the necklace with pendant both fore and aft. Here we have a bit of elaboration on the single strand which hangs suspended down the spinal column. The picture is perhaps well balanced by streamers to the north and south. Considering the temperamental qualities of the 1930 waistline, conservative people are much inclined to regard the new departure as rather startling and resembling somewhat one of Mr. Ziegfield's interpretations of his best mood. Of course, nothing shocks our erudite generation since show girls were first paraded with a diamond girdle, little in front and little less than half o' that behind. The glorification of the female in one form or another is essentially part and parcel of our passing fads.

* * * *

It always seems to me that men should be towed along when women are buying rings for them on the general theory that a stone can be as unbecoming as the right one may be becoming to the male wearer.

Jewelers along Mayfair tell me that the subject comes up constantly as to what sort of rings men should wear. Just now, star sapphires are having quite a run and attractive window displays attest the growing interest in these beautiful gems. Women have claimed the sapphire for their very own for a long, long time and men have taken to the less costly stones because they were uncertain as to the proper thing to wear. Star sapphires in rugged settings are having a big run in the smart stores and great carved settings in dull gold frequently provide snug nesting places for beautiful gems. White gold settings are also being widely used in presenting the sapphire.

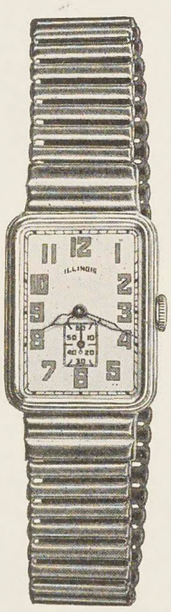
Were it not for birth stones, good folks shopping for gifts for men would be constantly upset. Men themselves are very hard to please and a woman's selection, as often as not, is quite likely to be rather womanish. Naturally, the masculine reaction is sudden and abrupt. There has been some talk to the effect that the sapphire is a woman's stone but all the fashionable stores are handling a big run of star sapphires and some of the Oriental stones sold in the finer stores run quite high



CAPRICE

The Watch of Fashion

By ILLINOIS



The FRONTENAC
$65

Caprice!—A departure from the usual in watches—an answer to the desire for a watch for all occasions. Men and women will carry it for business—dress or sport, in handbag or pocket. Surpassing in workmanship and style "Caprice" is an accurate, 17 jeweled timekeeper—containing the same fine qualities that has made Illinois such a great watch during the past sixty years.

Order this watch from your wholesaler now. It opens a definite, new field of watch sales for you. "Caprice" is far above the novelty watch class and will be bought by men and women everywhere for its practical worth as a watch of beauty and accuracy.

You may order Caprice in jade green or natural water snake and natural ostrich. The inner case is in 14K filled white gold. The price is $50.

The SARATOGA
$55

The ILLINOIS WATCH

SPRINGFIELD, ILLINOIS

Affiliated in Resources and Engineering

The HAMILTON WATCH — The ILLINOIS WATCH — The HAMILTON-SANGAMO Electric Clock

in price. Of course, no man can consistently complain when given a birth stone but when enraptured women want more elaborate gifts there is a real problem to be considered.

* * * *

We are about to merge with a tremendous season on sports wear and it would seem to me that jewelers cannot boost such merchandise too vigorously. Every fashion show makes a great deal of sports clothes with appropriate jewelry and there is even pajama jewelry of the less expensive sort for the salt water and beach addicts. Sports jewelry seems to be bi-sexual for all practical purposes. Both men and women wear the same sort of ornamentation and I was told in one of the smart Madison avenue stores a few days ago that fine crystal jewelry in new collar pins, cuff buttons—and even in scarf pins—was running strong. And the polls have only been open a few days. The fact that popular priced imitations are everywhere apparent has not slowed up the demand for finer merchandise. The elite are paying good prices for their swanky decorations.

Jewelers of Columbus, Georgia, Form Local Association

Organization of the Columbus Retail Jewelers' Association was perfected with the election of Fred Schomberg, as president, and Leon Rosenberg, as secretary and treasurer, at a meeting of jewelers of Columbus, Georgia, on the evening of April 3.

A feature of the meeting was a visit from a number of Atlanta jewelers, including President Ernest P. Tomlinson, of the Georgia Retail Jewelers' Association; Lawrence Holzman, secretary of the association; past president, Henry Muench and others.

Those attending the meeting from Columbus were Fred Schomberg and Kinsel Berry, of Schomberg's; Messrs. Petrie and Neal, of Kinsel & Petrie; V. J. Pekor and J. Walter, of Pekor's, Inc.; Leon Rosenberg and A. H. Kirkland.

Strong trade organizations now exist in Atlanta, Macon and Columbus, and officers of the Georgia Retail Jewelers' Association hope to organize the jewelers of Augusta and Savannah during the year.

Milwaukee Jewelers Celebrate Fiftieth Business Anniversary

During the week of April 20th, William H. Upmeyer and L. W. Bunde, Milwaukee, Wisconsin, celebrated their fiftieth anniversary as partners in business. Both men received congratulations from countless friends throughout the trade.

Mr. Upmeyer and Mr. Bunde were journeymen jewelers working at the bench when they decided to establish a business of their own fifty years ago. The doors of their original shop, which contained little more than room for a bench or two, were opened on April 21st, 1880. In May, 1887, the partners opened a store at 121 Wisconsin avenue and two years later bought the first fresh water pearls to be found in the Wisconsin River. Although discouraged by many veteran jewelers, both men saw future possibilities in these pearls and their connection with the fresh water pearl industry is well-known in jewelry circles today. In addition to supplying these gems to jewelry stores throughout the country, Bunde & Upmeyer also sold to manufacturers through New York offices which were opened for this purpose. The New York office was opened in 1901, at 65 Nassau street, and moved in 1924 to 542 Fifth avenue, where a substantial business is conducted in fresh water pearls, fine baroques, unusual diamonds and other gems.

The Milwaukee retail store grew by leaps and bounds, and after several moves, was settled in its present quarters in the Plankinton Arcade Building, 101–105 Wisconsin avenue. Here the ground floor has a 52-foot frontage and a depth of 114 feet. Ten thousand square feet of space on the second floor are devoted to the jewelry manufacturing and engraved stationery departments.

In 1903, the partners were incorporated and took many of their old employes into partnership. The present number of employes is 115 and, of these, five have been with the firm continuously for more than forty years. In addition to this, the Bunde & Upmeyer Dental Manufacturing Company, which caters to the needs of dentists, employs twenty-six men.

Gemex Company Adds to Plant

In preparation for increased Fall business, the Gemex Company, jewelry manufacturers of Newark, New Jersey, have opened a new loft in their plant at 170 Thomas street. This space will be utilized for new offices and a shipping room.

The Gemex Company states that Spring business is running considerably ahead of that of last year, with the result that it is looking forward to the Fall with increased optimism.

Tri-State Convention to Be Held in Greensboro, North Carolina

A tri-state convention will be held at the King Cotton Hotel, Greensboro, North Carolina, on April 28th and 29th, when members of the North Carolina, South Carolina and Virginia Retail Jewelers' Associations will get together for the first time.

Last year, the North and South Carolina associations met together, and this time, the Virginia group accepted the invitation to make the joint convention a tri-state event.

An announcement from William G. Frasier, secretary and treasurer of the North Carolina body, and president of the A. N. R. J. A., states that this promises to be one of the outstanding southern trade events of 1930. On the first day each association will hold separate business sessions. They will assemble in the large ballroom the following day to hear addresses by men of national prominence.

F. H. Noble & Co. Opens Office in Attleboro

F. H. Noble & Co., findings manufacturers of Chicago, have opened a sales room in the First National Bank building, Attleboro, Massachusetts. A complete line of staple articles for the manufacturer will be carried as a means of serving New England customers to better advantage. Nelson Fontneau is manager.

Your Opportunity,

MR. JEWELER,

... to increase your Flatware Sales both sterling and plate.

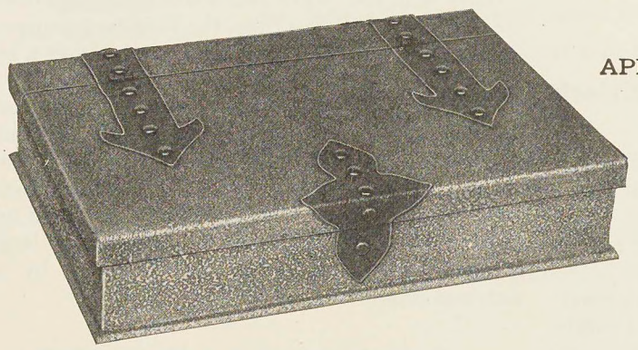
Thousands of women would buy more silver if it were not for the DRUDGERY of cleaning it. Even servants object to cleaning silverware.

THIS ADVERTISEMENT ➙
appears in . . .

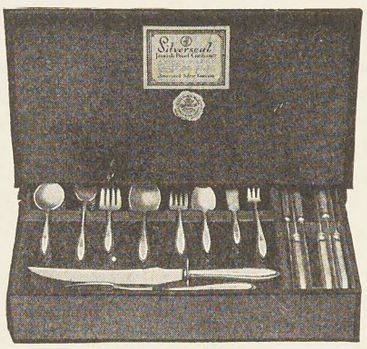
MAY ISSUE	.	HOUSE BEAUTIFUL
JUNE ISSUE	.	GOOD HOUSEKEEPING
JUNE ISSUE	.	MODERN PRISCILLA

Stock Tarnish-Proof Chests

. . . for two reasons. The profit in selling them is O.K. and they will increase your flatware sales.



TARNISH PROOF SILVERWARE CHEST



Pat. Applied For

Silver Always Ready

No Polishing! No last minute anguish to remove tarnish from your flat table service when guests come. Silver stays bright and gleaming. It cannot tarnish in this chest. Tremendous time saver—a necessity in modern homes. Designed to meet needs in small apartments as well as in larger homes. Holds 120 pieces. Richly finished. Price $4.50. A most appreciated gift.

If your jeweler can't supply it, send coupon.

Associated Silver Company
4450 Ravenswood Ave., Chicago, Ill. M-2
Send Tarnish Proof Chest, $1.00 Enclosed—balance of $3.50 to be paid postman on delivery.

Name .....

Address .....

APPROVED BY—

Good Housekeeping
Better Homes and Gardens
House Beautiful
Modern Priscilla
Peoples Home Journal
and several thousand users.

HOME MAKERS' BUREAU approved FOLLOWING THE DOUBLE TEST GIVEN BY THE STAFF OF HOME MAKERS BUREAU PEOPLE'S HOME JOURNAL SERIAL NO. 6

Associated Silver Company

4450 RAVENSWOOD AVE.
CHICAGO

HOME-TESTED AND APPROVED PRISCILLA PROVING PLANT SERIES NO.

Bi-State Jewelers Meet in Dallas

L. P. Tully Heads Texas-Louisiana Retail Jewelers' Assoctation

L. P. TULLY of Dallas, was elected president of the Texas-Louisiana Retail Jewelers' Association at the 24th annual convention of that body held April 7th and 8th in Dallas. He succeds I. J. C. Holland of San Angelo, who signified his desire to be relieved from the presidential duties which he has fulfilled so ably for some time past.

Clifton Linz of Dallas, and A. E. Gordon of Shreveport, were elected vice-presidents with E. J. Palm of Austin, as secretary. Directors of the association are Myron Everts, Dallas; J. A. McKinnon, Austin; Henry Pancoast, San Antonio; C. M. Pressley, Abilene; J. C. Anderson of Lubbock, and Mr. Holland.

Early in the convention, President Holland called attention to the proposed duty of thirty per cent on all silver imported into the United States. He stated that this would increase prices on silverware about 75 per cent and added that the measure had been proposed in Congress with a view to making possible better salaries for American silver miners. He added that the latter are by far too few to warrant such a drastic step which would work a hardship not only on the jewelry industry, but on everyone purchasing silver as well.

I. J. C. HOLLAND, retiring president

"All lines of business must look forward to salary decreases," said Mr. Holland. "Consequently prices to the consumer must go down, rather than up."

In addition to describing the 1930 campaign of the Elgin National Watch Company, Robert B. Barton, sales manager of that concern emphasized the desirability of stressing the sentiment angle in selling jewelry. Most jewelry is "sentiment merchandise," he said, and it is up to the jeweler to appeal to the sentiments of his customers in selling it.

Mr. Barton also criticized wholesalers who sell retail at wholesale prices as well as the concern which merely pretends to be in the wholesale business as a means of attracting that gullible portion of the public which still believes it possible to get something for nothing. The merchant who tries to keep from selling nationally advertised goods in favor of long profit items of unknown origin also came in for condemnation by Mr. Barton.

Other speakers included W. G. Jamison of the U. S. Department of Commerce; Erle M. Racey of Dallas, who spoke on "A Panoramic Picture of Advertising; Henry T. Hinsch who spoke on "Twentieth Century Salesmanship"; Charles A. Moore who used as his subject "Retailing and Wholesaling" and Henry W. Stanley, director of the Merchants' Extension Institute.

The latter emphasized the necessity of going after present day business with modern methods, stating that greater and more effective advertising efforts will be needed. Instead of advertising jewelry two or three times a year during the "big selling seasons" he urged jewelers to be more consistent in their publicity efforts as a means of keeping the public jewelry conscious throughout the entire 365 days of the year.

A goodly number of jewelers from Texas and Louisiana were in attendance at the convention, various wholesale houses of Dallas acting as hosts during the gathering. Sessions were held in the Hotel Baker and it was decided to continue to hold future annual meetings in Dallas.

In his address before the closing session, President-elect Tully urged members to do everything possible in obtaining passage of a national platinum stamping law. A resolution adopted urged jewelry store salesmen to refrain from telling customers that a watch will keep perfect time. All watches, it was stated, vary somewhat and to make customers hypercritical of their performance will be to invite dissatisfaction.

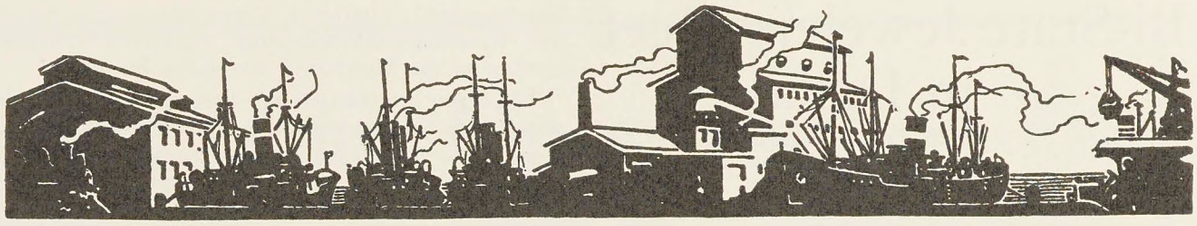
The American National Retail Jewelers' Association was represented by Regional vice-president Arthur A. Everts who outlined its program for the coming year and urged continued support of its efforts for trade betterment.

Alphonso Johnson, director of public relations for the Titche-Goettinger Company of Dallas, spoke on the final day on "Salesmanship and Sales People." He emphasized the importance of special sales efforts and increased emphasis on advertising when business is poor.

P. J. Coffey Speaks in Buffalo

P. J. Coffey, president of the National Jewelers Publicity Association gave an illustrated address before the Town club, one of the outstanding women's organizations of Buffalo, New York, on April 3. Mr. Coffey spoke on the diamond from the mine to the jeweler's show case, including a history of crown jewels, as well as many famous diamonds. The next evening he discussed the work of the publicity association at a joint meeting of the Buffalo Retail Jewelers' Association and the Buffalo 24-Karat Club.

As announced in THE KEYSTONE for April, Mr. Coffey is going to make numerous addresses before civic and trade organizations in various cities, Buffalo being one of the first stops on his itinerary which covers the entire United States.



Here and There in the World of Business

Little Glimpses of What is Going on Around Us

By HAROLD FRANKLIN

EVER SINCE KINDERGARTEN DAYS we have been reading predictions by scientists to the effect that, in a couple of hundred years or so, the little toe would disappear altogether from the human foot. That wasn't so hard to believe and the knowledge created little stir. Personally, we don't use our little toes much, anyway. But now comes a prognosticator to tell us that man is shortly going to lose his shirt tail—and we scratch our heads in wonderment. At any rate, so the story goes, in their search for more sensible clothes for mere man, fashion designers have hit on the idea of a shirt which "buttons onto the trousers like the old-fashioned child's pantywaist." Shades of old Adam! Not having seen the new contraption we can only emit a horrified gasp. Somehow or other, though, we have a sneaking suspicion that if the stylists tell men to wear tail-less shirts, they'll have their way. Men are getting to be like that.

All's well. Those who feared that business conditions were not what they should be can now sleep in peace. Lem Bungle, pugnacious jeweler of Red Apple Gulch has written to THE KEYSTONE *that he sees no cause for pessimism. He adds that, in his opinion, the nation is basically sound.*

WANT A NEW NAME FOR YOUR PRODUCT? Then go to church. At least that would seem to be the lesson to be learned from the experiences of Harley Procter of Procter & Gamble as described in *Southern California Business*. After making a mottled "German" soap for a number of years, Procter & Gamble bought the formula for a new soap which, for want of a better name, was called "white soap." One Sunday in church, however, Mr. Procter heard a passage from the 45th Psalm and inspiration came forthwith. The passage is: "All thy garments smell of myrrh, and aloes, and cassia, out of the ivory palaces, whereby they have made thee glad." And thus, back in 1879, that is how the name "ivory" came to be applied to soap.

GRANDDAD USED HIS RAZOR for sixty years. The only reason he didn't use it longer was because he died. "Yessir," he used to say, "I've used her for nigh on to half a century. With the exception of three new handles and two new blades, she's the same razor she was when I bought her." But times have changed and styles in razors have changed with them. They're still changing—and that is why the razor business is good. Witness the recent introduction of the new Gillette. Since putting this on the market, the factory in Boston has been working twenty-four hours a day on three shifts, 900 employes have been added to the payroll—and if you don't believe that 900 people can make a lot of razors with modern machinery, you should see them do it. Daily production for the entire force has been averaging 80,000 razors and about 2,000,000 blades. Make a cutting remark about that if you can!

DID YOU CARRY A FIRST AID KIT in your pocket the week of March 16th? If not, perhaps you took an unusual interest in Sport Silks during early April. No? Well certainly, then, you must have got a big kick out of Finery Friend-making Week, February 25th to March 1. If so, you're probably due to get additional thrills as more merchandising "weeks" come on apace. Among those we will have with us this Summer are National

Baseball Week, National Dress-up Week for Men, Foot Health Week, National Golf Week, Take-a-Picture Week and Swim-for-Health Week. Now if someone would just sponsor a Take-a-Rest-from-Weeks Week, he might easily enroll some ardent supporters.

We're willing to give talking pictures credit with doing away with the pest in the back seat who used to read the sub-titles out loud. But what of the Adonis whose barking from the silver screen sounds like a cross between a hungry seal in a well and the bellow of the "old rags" man?

IMPROVEMENTS BRING CHANGES in the world of business—and yet, in our race to keep abreast of the times, there is always a tendency to overlook the value of the old. Witness Old Dobbin. Not so many years ago, people were predicting that the automobile would displace the horse in America. If you are among those who think it has, it may come as something of a surprise to realize that there are more horses in this country today than ever before. So with gas. When electric light began to get popular, folks said that all the gas people would soon be looking for jobs. On the contrary, American gas consumption is now far greater than it was before Edison invented the incandescent bulb more than fifty years ago. Seelah!

TEXAS HAS NOW PASSED its bill aimed at chain stores. This provides a tax on groups of more than five stores. Going even further than most legislation of this sort, this bill classifies the stores in question. Chain jewelry stores would be subjected to the tax as would drug, grocery, sporting goods, shoe, clothing and general merchandise stores. Garages, shoeshine emporiums, beauty shops and taxi companies also fall under the law.

Talk about solving the central city traffic problem! A Los Angeles department store recently advertised that, during a certain merchandising event, it would pay the taxi fare home of the customer who purchased $2 worth or more. We wonder if they would give a flivver free to the visitor who bought a grand piano.

SELLING JEWELRY ISN'T SO "HOT" in the opinion of a few—but these selfsame few can be tickled to death that they're not engaged in selling "time" on the air, i. e., running a radio broadcasting station. One hundred and seventy-two stations out of 340 answering a Federal Trade Commission questionnaire stated that they lost money during the past year. Only 168 claimed to have made a profit. Maybe this accounts for the poor quality of many of the programs which intrude into the quiet of our homes. Our own observation is that some of the stations certainly cannot blame their inability to produce a profit on the high salaries paid to talent.

RADIO WHILE YOU WORK seems to be the rule with W. N. Wilkins Sons & Company, glove manufacturers of Mayfield, New York. A powerful receiving set has been installed in the factory with six dynamic speakers placed in the various departments. The company believes the entertainment will increase production and keep workers cheerful and energetic. Maybe it will. However, we know some places of business where alarm clocks could be used to better advantage —and they cost less.

Advertising Age—a publication for advertising men—suggests: "A feature of the promotional campaign of the Sterling Silversmiths' Guild is suggesting to purchasers the completion of their Sets. Why not revive the quaint old custom of collecting souvenir spoons?"

THE DRUG WHOLESALER seems to be staging a strong comeback—that is, if the action of Bauer & Black, manufacturers, can be taken as evidence. At any rate, this prominent concern which formerly concentrated most of its selling effort on the retail druggist is now revising its distribution system to enable it to operate to a much greater extent through wholesalers.

HAS IT EVER OCCURRED to you that, since Henry dressed Lizzie up, you never hear a Ford referred to as a flivver? Even Ford jokes have gone into the limbo of the past. Truly, style in modern merchandising is a wonderful thing!

We've just learned of a Northwestern jeweler who has taken up barbering as a sideline. Obtuse Oscar, the office boy asks if that is where the hairsprings for watches come from.

THE NATIONAL CHAIN STORE association has issued a "pie" chart purporting to show where the chain store dollar goes. Manufacturers, according to this chart, get 65 cents, 12 cents go to meet the local payroll, 9 cents are consumed by rent while 9 cents more go for light, heat and other local expenses. The remaining 5 cents represent the total profit.

Deltah

ANNOUNCES

A TOTALLY NEW AND APPEALING PEARL GIFT IDEA

The "400" Bride-Graduate Assortment

AN ENTRANCING COMBINATION OF TWO MOST DESIRABLE FEMININE ACCESSORIES—PEARLS and PERFUME

The "400" ASSORTMENT consists of:

	Consumer Price
VENUS PRESENTATION for Bride	$18.75
MISS AMERICA NECKLACE for Graduate	9.75
MISS AMERICA TRIO for Graduate	14.75
Total Consumer Value	$43.25

Subject to Catalog Discount and Usual Cash Discount

To acquaint women with the new and exquisite PARFUM DELTAH, a gift bottle is offered FREE with each necklace.

The FREE Display material consists of two burnished silver and old gold finish plaques—13½" x 5½" x 2½"— and three very attractive window display cards.

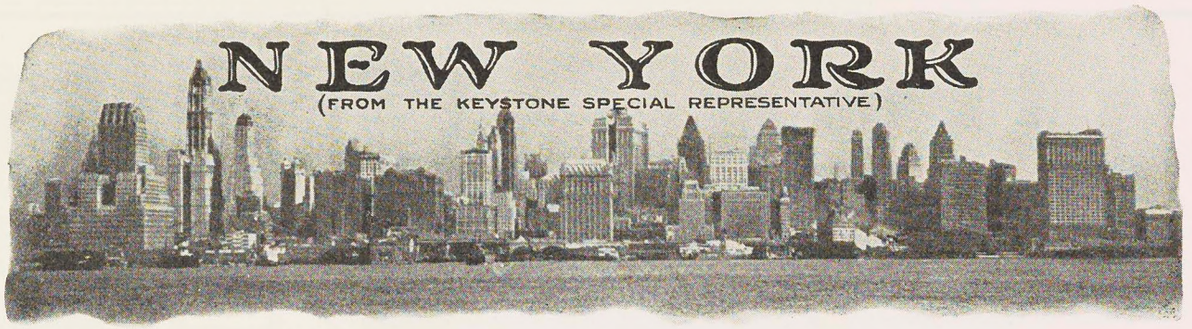
For Complete Information—Write to Your Wholesaler or to

THE HELLER-DELTAH CO., INC.

Division of

L. HELLER & SON, Inc.

8 WEST THIRTIETH ST. NEW YORK



Security Alliance Pays Three Rewards

THREE rewards were ordered paid by the Jewelers' Security Alliance at its regular monthly meeting on April 11 for the apprehension and conviction of criminals who attacked members of the organization. Twenty-six members were admitted to Class B, and two Class A members were transferred to Class B. President Harry Larter presided, all members of the executive committee being present.

Newark Factory Robbed

William H. Ziething, president of Ziething & Co., manufacturing jewelers, Newark, New Jersey, reported a holdup and robbery on April 12 with a loss of approximately $30,000. The holdup was executed by a lone bandit and took place while Mr. Ziething and his son-in-law, Charles Munn, were alone in the factory. The Ziething & Co. plant at 68 Orchard street, has been operating on a five-day week basis for some time, but Mr. Ziething went to the office on the Saturday morning on which the robbery occurred. Soon after his arrival the ring of a bell gave notice that some one had entered the lobby. He slid back a panel fitted with bullet-proof glass and was met by the holdup man with a gun in each hand.

Jeweler Kills Hold-up Man

Murray Kalish, who conducts a retail jewelry store at 3828 Broadway, shot and instantly killed a holdup man who visited his store. The jeweler was alone when the robber walked in, levelled a revolver and forced him to the rear of the room where he was bound and gagged. While the holdup man was removing valuables from the safe, Mr. Kalish succeeded in getting one hand loose and made effective use of a revolver, which he carried in his coat pocket. A watchmaker employed in the jewelry store entered just as the robber slumped to the floor with two bullets in his body.

Suspects Publicity Stunt Regarding Napoleonic Necklace

Widespread publicity was recently achieved in connection with the historic diamond necklace which Napoleon Bonaparte bestowed on his second wife at the time of the birth of their son, L'Aiglon. Now the *Allgemeine Zeitung*, of Vienna, comes forth with the suggestion that all of the notoriety may have been the result of a scheme concocted as an advertising device. It will be recalled that the necklace was bought by D. M. Michel, New York jeweler, for $60,000, while it was contended that its value was over $400,000. Court proceedings were instituted and a settlement followed, the necklace being returned to its owner, Archduchess Maria Theresa of Austria.

Twenty-Four Karat Club Beefsteak Dinner

An exceptionally happy gathering of the Jewelers' 24-Karat Club took place at the Hotel Warwick on the evening of April 9, the occasion being the annual beefsteak dinner for members only. Prior to the dinner, a reception was held in which the members fraternized and furthered the fine spirit which characterizes this premier social organization of the industry. An excellent entertainment comprised of leading acts from various shows met with enthusiastic approval. F. A. Croselmire, Maurice Tishman and Harry McMahon, comprising the committee on arrangements were heartily congratulated on the success of the occasion.

Bronx Jewelers Hold Monthly Meeting

Members of the Bronx Retail Jewelers' Association met on Tuesday evening, April 8, at Ebling's Casino. There was considerable discussion regarding the educational campaign being conducted under auspices of the Executive Board of Retail Jewelers' Associations of Greater New York, and the pending local auction bill. The forthcoming convention of the American National Retail Jewelers' Association and various other matters pertaining to trade improvements were also discussed. The association voted to take out a sustaining membership in the A. N. R. J. A. and the membership committee reported that it is continuing its drive with increasing success. Several jewelers were admitted to the association. Following the business session, the Ladies' Auxiliary served refreshments.

Special Rates for National Convention

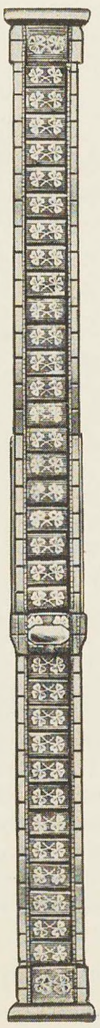
Jewelers who plan to attend the annual convention of the American National Retail Jewelers' Association in New York City next September, will be able to get a one and one-half fare rate if they travel by rail. I. J. C. Holland, chairman of the Transportation Committee, has been successful in arranging with the various railroad companies to give a refund certificate when tickets are purchased. Countersigned by convention authorities, these certificates will entitle the holder to a refund of one-half of his one-way fare; providing 150 of them are turned in at the convention.

Brooklyn Jeweler Injured

Mortimer Stavenhagen, secretary of the Brooklyn Retail Jewelers' Association, sustained severe bruises, scalp wounds and a fractured leg when he was run down on a Brooklyn street by a drunken automobile driver

A FEW OF OUR SMART SALABLE WATCH BRACELETS

A-530



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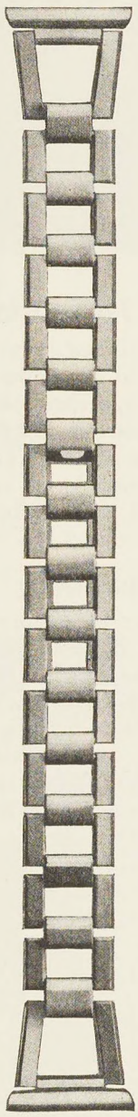

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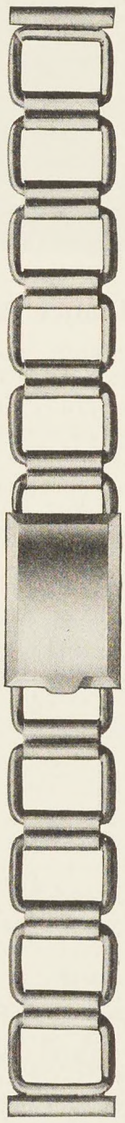

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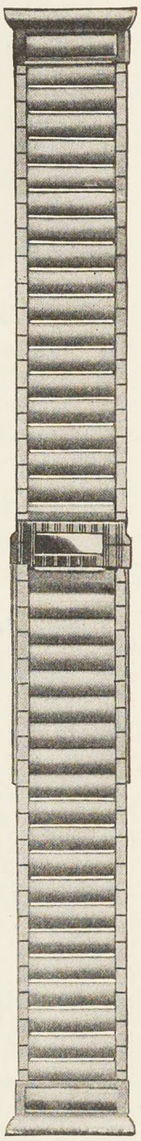

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It is the beauty of their designs . . . the practical way that they fasten and the fineness of their finish that make SPEIDEL Watch Bracelets salable. Made in Gold Filled and Chromium.

Place an Order
With Your Jobber at Once

SPEIDEL CHAIN CO.

70 Ship Street, Providence, R. I.

Opening an Art and Gift Department?

As described elsewhere in this issue, "*The Keystone*" now offers a complete Art and Gift department service to its readers—at absolutely no cost to them.

If you want to know what to buy—where to buy it—how much to buy—how to add a giftwares section to your jewelry store—how much you should invest in an opening stock and just what this should consist of—how to merchandise giftwares—just write to the Keystone Editorial Department, 1505 Race street, Philadelphia, Pennsylvania.

All questions will be answered promptly under the personal supervision of R. H. Leslie, expert on giftwares buying and merchandising who comes to this publication with a successful record of more than twenty years as a merchandising analyst—eight of which have been spent in close contact with all phases of the Art and Gift industry.

Write today! Let Mr. Leslie help you make more money through an Art and Gift department that will bring more people to your store—and bring them more often.

New York

(Continued from page 105)

early in April. Mr. Stavenhagen was knocked unconscious and much of his clothing torn off before he was released from the car. The driver was held on a criminal charge.

Bronx Jeweler Robbed

The Prospect Jewelry Shop, 989 Prospect avenue, the Bronx, was visited by two hold-up men on April 2, and the loss inflicted was reported to be approximately $40,000, with no insurance. Nathan Cypress, owner of the store, was alone when the robbers entered. They bound and gagged him, and then leisurely selected all of the valuable merchandise in the store.

Edward Rundback

Edward Rundback, proprietor of Rundback's, Inc., 2232 Third avenue, died suddenly on April 1, after collapsing behind the counter in his store. This establishment was founded sixty years ago by Mr. Rundback's father and, in recent years, has been managed by the latter's two sons. Mr. Rundback had not been in good health for some time and was under the care of a physician.

Centennial of Urban Jurgensen

Copenhagen, Denmark, is making plans for celebrating the Centennial of the celebrated horologist and inventor, Urban Jurgensen. The anniversary features being planned by the Danish Watchmakers' Corporation consist of a simple service to be held at the French Protestant Church on Gotheragade, Copenhagen, of which the great horologist was a member. This will be followed by the unveiling of a monumental stone at Jurgensen's grave in the churchyard. Many of the particulars regarding the Centennial celebration have been received by Henry Freund & Bro., 20 West Forty-seventh street, American representatives of the Jules Jurgensen Watch Company. Urban Jurgensen was the father of Jules Jurgensen, who went from Denmark to Switzerland in 1834 where he founded the factory which continues to make the fine Jurgensen horological instruments.

Held for Pawning Jewelry Obtained on Memorandum

Edward A. Bradnac, member of the firm of Squire & Bradnac, 21 Maiden Lane, was arraigned in Court of General Sessions on April 8, charged with larceny as a result of having pawned jewelry obtained on memorandum. His bail was fixed at $5000. Recently a grand jury returned three indictments against Mr. Bradnac, and it is alleged that the amount involved is about $50,000. The jewelry in question was obtained from wholesalers and manufacturers.

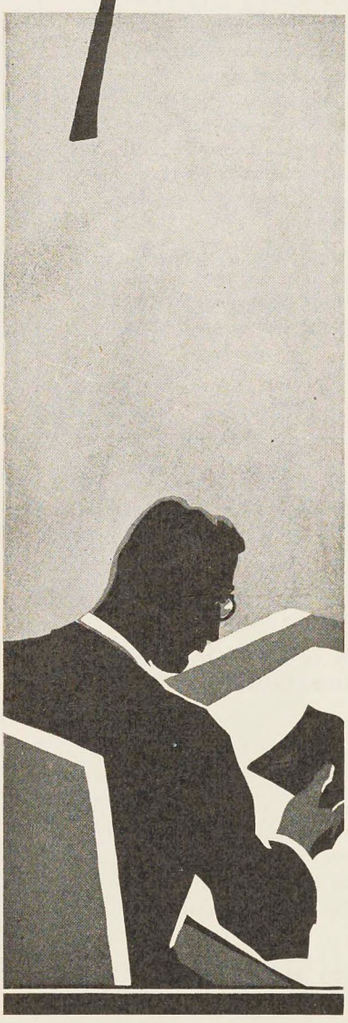
Jewelers' Association to Hold Annual Meeting

The Jewelers' Association of New York City, of which Emil W. Kohn, of Theodore A. Kohn & Son, is president, and Victor Lambert, of Lambert Bros., secretary, will hold its annual meeting at the Hotel Commodore on May 5. The business session will be preceded by the usual dinner.

News Notes of the Jewelry Trade

Richard Zucker, president of the Rumidor Corporation, 501 Fifth avenue, spent the month of April on a western trip, accompanying Dave Gladstone, who represents that company from Chicago to the Pacific Coast. Mr. Zucker's trip was for the purpose of making a direct contact between the trade and his firm with a view of developing the highest point of co-operation in the marketing of Rumidor products. Upon his return from the west, Mr. Zucker will make a similar trip throughout the East. The Rumidor Corporation has

Your PROBLEM IS OUR PROBLEM/



Manufacturers are cordially invited to consult with us regarding any production problems . . This service is furnished without obligation. Please write, tell us what you manufacture and we will be only too pleased to submit samples, prices and suggestions.

ANODES
WHITE GOLD
GREEN GOLD
SEAMLESS WIRE
GREEN GOLD PLATE
WHITE GOLD PLATE
SOLDER FILLED WIRE
STRIPED GOLD PLATE
FANCY PATTERNED WIRE

We specialize in tubing for Pencils and Pens — many new shapes and patterns in stock. We make tubing for any and every purpose.

Inquire about our special mesh wire—mesh made from our stock will stand acid test after making up. Prompt efficient service. Write or 'phone us.

UNION PLATE & WIRE CO.

UNICO ROLLED GOLD PLATE

ATTLEBORO, MASS., U.S.A.

TELEPHONE: ATTLEBORO 1140 OR 1141

New York

(Continued from page 105)

printed a new catalog which features various additions to the line. The sales offices at 501 Fifth avenue have recently been changed so that now a complete line of Rumidor products is on display at all times. Mr. Zucker continues to make his headquarters at the main place of business in Weehawken, New Jersey.

Karlan & Bleicher, Inc., 135 West Third street, has purchased the tools, dies and machinery of the Guarantee Finding Company of Newark, N. J., and now has a large display of ring findings for diamond mountings, dinner rings, stone rings and class rings. William Ashare, formerly with the Guarantee Finding Co., is now representing Karlan & Bleicher, Inc.

Jack J. Felsenfeld, dealer in artificial pearls, has moved back to 15 Maiden lane after having been located at 22 West 48th street for some time. He has secured offices on the sixteenth floor of the Silversmiths' building and says he feels very much at home among the old familiar surroundings.

Walter & Co., Inc., retail jewelers, 182 Broadway, has arranged to open a new store at 82 Nassau street.

Roth Bros., watchmakers and jewelers, have opened a new place of business at 1 Park Row.

Samuel Hammond & Co., jewelers on Lower Manhattan for ninety-three years, will be in a new store at 88 Wall street soon after May 1. At present this concern is at 7 Hanover Square.

Howard W. Hickman, 516 Fifth avenue, has enlarged his quarters recently and made a number of improvements. He was, for over twenty years, with Reed & Barton.

Maximillian Keehn has made arrangements to open an attractive retail jewelry store at 1262 Sixth avenue. Mr. Keehn formerly operated a small shop at 1204 Sixth avenue.

I. Lewkowitz, Inc., recently moved to 625 Madison avenue, occupying one of the most attractive and inviting jewelry stores in the mid-town section. The firm was formerly located on Fifth avenue near 33rd street.

Customs Officials Impose Heavy Penalties

Mr. and Mrs. Robert L. Dodge, officials of the Harriet Hubbard Ayer Company, manufacturer of cosmetics, were recently assessed a heavy penalty by the Customs Service for failure to declare jewelry and French gowns. The total payment was about $200,000. In connection with the case, Mrs. Dodge admitted that she had presented to the examining inspector a false sale statement which she said was supplied by the Paul Poiret firm in Paris.

Taxi Driver Catches Robber

Two young robbers, on April 17, engaged James Quinn, a Brooklyn taxi driver, to take them to the jewelry store of Jacob Friedman in Jackson Heights. One of them went into the store and soon the siren alarm went off. The robber rushed out of the store, jumped into the taxi and directed Quinn to speed up. The taxi driver stalled his engine, forcing the robbers to try to make their getaway by running. He next picked up a few choice rocks and qualified as a league pitcher by knocking down one of the thieves. The police arrived about the time that Quinn had his man subdued. The other robber escaped. The loot amounted to ninety-five cents and two watches.

Times Watch Company Moves

The Times Watch Company is now located in the new Lincoln building, 60 East 42nd street, opposite Grand Central Terminal. The firm was formerly at 87 Nassau street where it had been for many years. The move to the new location was completed on April 22.

U. S. Marshal Sells Diamonds

Jesse D. Moore, United States marshal, sold several lots of loose diamonds and two pearl necklaces on April 24 at the Federal Building in Brooklyn. The diamonds, estimated at about $60,000, were confiscated when stewards on the steamships of the Lloyd Royal Belge Line attempted to deliver them to Samuel Mateles late last year. Both of the stewards made confessions and assisted federal authorities in the case. They received suspended sentences. Mateles also confessed his guilt, was fined $5000 and placed on probation for two years. He escaped a prison sentence because a government official testified that he had tuberculosis.

Receiver in Friedman Case

The Irving Trust Company has been appointed receiver in the bankruptcy case of Rose Friedman, who formerly traded in jewelry at 48 West 48th street. She left for Europe several months ago and upon arrival at Cherbourg was taken into custody upon advices cabled from New York. It was alleged that she absconded with $75,000 worth of jewelry obtained from various firms on memorandum. She has been held in a French prison ever since her arrest and continues to fight extradition to this country. It is said that she left no asset in this country when she sailed for France.

Here and There Among the Trade

Goldberg & Heins have opened an attractive jewelry store at 149 Canal street.

N. Goldberg, manufacturing jeweler, is now located at 106 Fulton street. His plant was formerly at 123 Canal street.

Artistic Tool & Die Company now has an up-to-date plant at 61 Beekman street.

Sol and Abe Adler, formerly president and treasurer respectively of the defunct Adler Bros., Inc., were indicted recently by the Federal Grand Jury on a charge of concealing assets from a receiver in bankruptcy. Last May they notified creditors that they could not meet pending obligations and offered a 20 per cent. settlement. They set forth liabilities of about $37,000 and assets amounting to $18,000. An involuntary petition in bankruptcy followed and the Fighting Fund of the National Jewelers' Board of Trade was used for an investigation. Each of the men is at liberty on bail of $2500.

The Jewelers' Square Club enjoyed another one of its delightful dinner meetings on the evening of April 7, at the Hotel Piccadilly. A class of candidates was initiated, the work being put on by the Electrical Square Club, "Incorporlated." The social welfare committee,

(Continued on page 183)

Two New 3/0 Size Nickeloid Cases

Chromium Plate

For Waltham Cushion Dial
No. 301R

For Illinois Cushion Dial
No. 107

For Elgin Cushion Dials
Nos. 376 and 410

KEYSTONE LIST PRICES

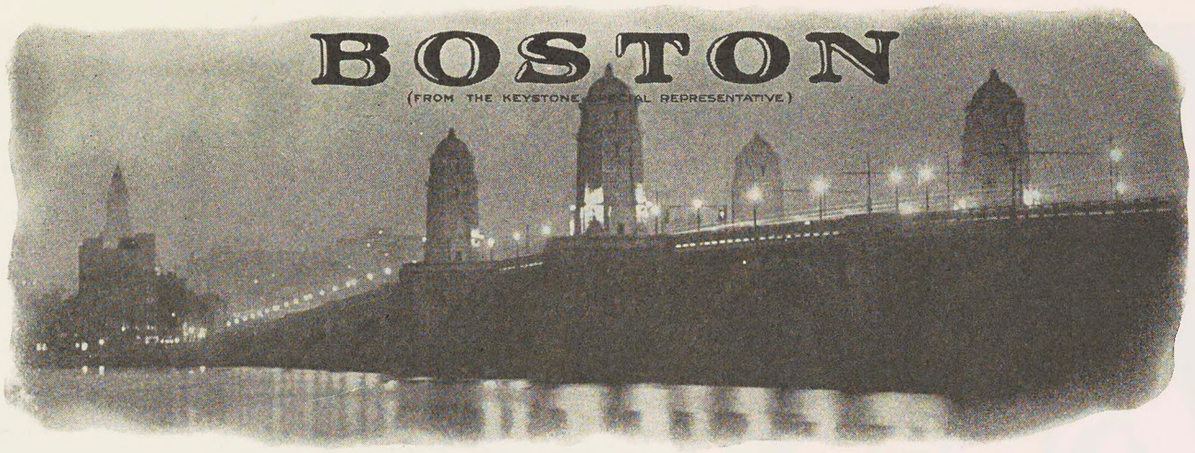
EGYPTIAN, $3.30 PLAIN, $3.30

Including Strap and Buckle

Order from Wholesale Dealers

KEYSTONE
WATCH CASES

KEYSTONE WATCH CASE CORPORATION · ESTABLISHED 1853 · RIVERSIDE NEW JERSEY



Business Shows Definite Improvement

A DEFINITE spurt in business was noted by Boston jewelers during the third week of April, and it is generally believed that this marked the beginning of the improvement that has been expected ever since the stock market slump last year. Costume jewelry sales were heavy during the Easter period and there was a good demand for jewelry in connection with post-Lenten weddings. Jewelers in Boston made a charming bid for Spring trade by extensive use of cut flowers in window decorations and in the arrangement of gayly colored drapes. A particularly effective window was set up by Bigelow, Kennard & Co. featuring ecclesiastical supplies.

War Against Misleading Advertising of Bankrupt Stock

The Boston Better Business Bureau recently opened war on alleged misleading advertising by the Parker Jewelry Company, at 254 Washington street. This store, according to the bureau, is a successor to the Penfield Jewelry Company, 357 Washington street, and the Adams House Jewelers, 567 Washington street, against whom the bureau also received complaints.

The Parker Company advertised by a large sign almost completely covering the front of the store a sale of the bankrupt stock of George E. Potoel, Leominster jeweler. The bureau, having established that the Parker Company could have purchased only a very small amount of Potoel's stock, complained to the Parker Company, which, after some delay, altered the sign to read: "GOING OUT for BUSINESS—We are Cash Buyers of Bankrupt Stock Included with our Regular Merchandise."

The sign was calculated to suggest to the casual reader that the company was going out of—not for—business. the Bureau now asks: What is a "Bankrupt" sale and what is a "Going Out for Business" sale?

Arthur M. Horne, treasurer of Shreve, Crump & Low, was recently nominated a director of the Boston Better Business Bureau.

Trade Buildings to be Modernized

The Jewelers building and the Washington building, both tenanted in the main by jewelers, will ultimately be more closely united than at present, and both are to be renovated and modernized. Williams & Bangs, agents for the Washington building, have taken over the lease of the Jewelers building from George Carpenter.

William L. Stone, of the Gorham Manufacturing Company and president of the Boston Jewelers' Club, has returned from Arizona much improved in health.

Arthur E. Steward who, for four years, ran a jewelry store in Newburyport, is now with the Thomas Long Company.

Myer S. Myers

Myer S. Myers, of Curran, Myers, Carleton Co., who is known throughout the country, died recently of heart disease following three months' illness. He was sixty-eight years old. Some years ago Mr. Myers traveled extensively in the West, but in recent years has covered the New England territory and adjacent states. He was the son of Samuel Myers, one of the oldest jewelers in Boston. In 1912 the son became associated with E. A. Cowan, and the firm was known as Cowan-Myers until 1922, when the partnership was formed with Daniel Curran and Edgar W. Carleton. Mr. Myers was vice-president of the firm. He was a member of the Boston Lodge of Elks. Burial was made at Forest Hills Cemetery, a large delegation of jewelers being present.

The D. C. Percival Company bowling team was awarded a cup offered by the Poole Silver Company, following its victory over the team of the Moulton Jewelry Company, Worcester. E. E. Franks, of the latter company, was host to both teams at the Worcester County Club.

Work Begun on New Store by Shreve, Crump & Low

Shreve, Crump & Low have begun work on the remodeling of the quarters at the corner of Arlington and Boylston street where they will move on July 1. While work is going rapidly ahead, changes are still being made, and O. B. Shreve has declined to release plans until details have become finally fixed. Both Mr. Shreve and Mr. Horne, the treasurer, have been studying jewelry store planning intensively for over a year, and the new store will reflect the ultimate in design. William T. Ardrich, of Boston, is the architect.

Sinclair Weeks, president of Reed & Barton Corp., and mayor of Newton, has obtained permission from the courts to drop his first name, Charles, which he has not used in years.

STYLE

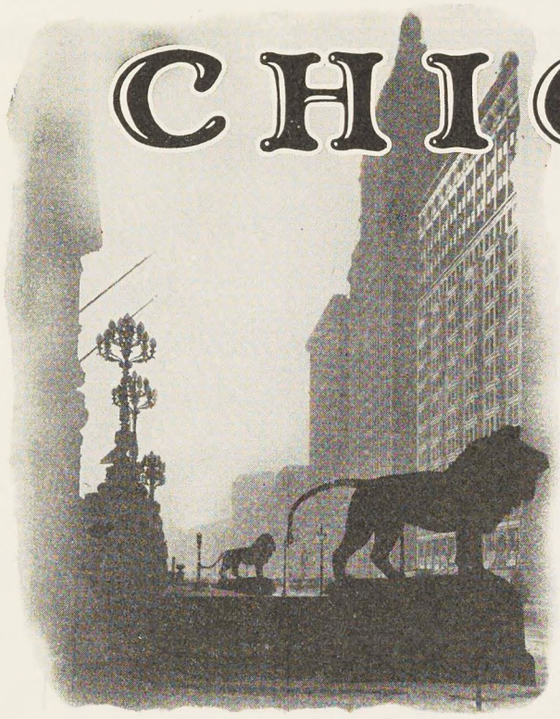
THE keynote of this year's Jewelry Show . . . "Style" . . . is the stimulus, medically speaking, for your business. Showing the vogue adds prestige to your store. As if Alladin had touched his wonderful lamp or the magic carpet was spread before you . . . manufacturers and wholesalers will display the most modern creations for your fall and holiday sales. The thrill of the vastness of the exhibits, the beauty of even the smallest details, the bulk of ideas to help your store, the gatherings of old friends, the added advantage of Chicago summer resort activities . . . all call you in August to visit the 5th Annual Jewelry Show, August 4 to 9 . . . Hotel Sherman, Chicago.

WHOLESALE JEWELERS OF CHICAGO

A. B. COFFMAN, Show Manager., 35 E. Wacker Drive, Chicago

CHICAGO

(FROM THE KEYSTONE SPECIAL REPRESENTATIVE)



Business Confidence Returns With Improved Conditions

CONFIDENCE is returning and also that business is picking up is evidenced by a survey of the trade. It is felt that the end of the lull has been definitely reached and that conditions from now on will show a steady improvement. Any great spurt is not expected but most members of the trade are looking for steady, consistent gains. The opinion is generally held that the month of May will witness a widespread revival throughout the business world with obvious benefits to the jewelry trade.

Daylight Hold-up Nets Thieves $150,000 in Diamonds

A daylight robbery of $150,000 worth of loose diamonds, in busy down-town Chicago, was reported recently by Harry Beck, salesman for Kaplan & Co., New York wholesalers.

Mr. Beck stated to the police that he left the Palmer House, in the forenoon to go to the jewelry firm of Zlotowitz & Wexler at 218 South Wabash avenue. As he entered the lobby of the building, two men stepped up to him while a third remained at the entrance as a look-out. One of the men pointed a revolver at Mr. Beck from under his overcoat and commanded him to give up the two wallets containing the stones. "And don't holler, or I'll give it to you," he added. Immediately following the theft, the three plunged into the street and were swallowed up by the crowds.

Mr. Beck told the police it all happened so quickly that he had no opportunity to attract the attention of other people in the lobby.

The A. C. Becken Company's zone franchise covering Hamilton-Sangamo electric clocks has been enlarged to include Cook County, Illinois, in connection with Stein & Ellbogen, the latter company having been appointed zone distributor for a part of Cook County and the state of Michigan. The territory of the Norris, Alister-Ball-Bridges Company has been enlarged by the addition of the states of Missouri and Alabama.

Wm. Gibson, of Cole & Young, returned early in April, following a six weeks' visit to California.

Chas. G. Brown, jewelry buyer for the Stein & Ellbogen Co., returned on the *Leviathan* late in April after a three weeks' buying trip to London and Paris.

Geo. W. Linden is now representing Norris, Alister-Ball-Bridges Co., in the Wisconsin territory, traveling out of the Chicago offices.

Frank A. Leber Opens Second Store

Frank A. Leber, jeweler at 3817 West 26th street, has opened a second store at 6504 West 22nd street, Berwyn, Illinois, which is under the management of Chas. L. Miller.

The Homan Silver Company has installed new offices and display rooms on the tenth floor of the Silversmith building, 10 South Wabash avenue, directly above their former location on the ninth floor.

California Jewelry & Novelty Co. and Paramount Wedding Ring Company have moved from the thirteenth floor of the Capital building, to room 1621 of the same building.

C. J. A. Hears Talk on Diamonds

The feature of the monthly luncheon meeting of the Chicago Jewelers' Association held April 15 at the Palmer House, was a lecture by P. J. Coffey, president of the National Jewelers' Publicity Association, who is touring the country on behalf of that body.

Mr. Coffey told the story of the diamond in a concise way, that brought the hearers a maximum amount of interesting information in a minimum length of time. Lantern slides showing scenes from the principal South African diamond mines as well as others depicting world amous gems were used to illustrate the address.

Golf Tournament Dates Set

Gordon L. Peterson, chairman of the Chicago Jewelers' Association's Golf Tournament Committee has announced that the first feature of the new season will be held Thursday, June 5, at one of the leading clubs of the Chicago district. Whether golf or bridge will be played will depend on the weather. The other tournaments will be held July 22 and August 19. If it is necessary to hold a fourth this will be staged September 16. Several of the select clubs are available for these tournaments and the names of those selected will be announced within the near future.

Harold K. Green and Albert N. Davis of the Quaker Silver Company, spent several days during April at the factory at North Attleboro, Massachusetts, conferring with Jas. W. Jennings. S. R. Flersheim of the same company, left late in the month for his Central West and Western territory.

COMMUNITY PLATE - FINEST OF SILVERPLATED COMPLETE TABLE SERVICES

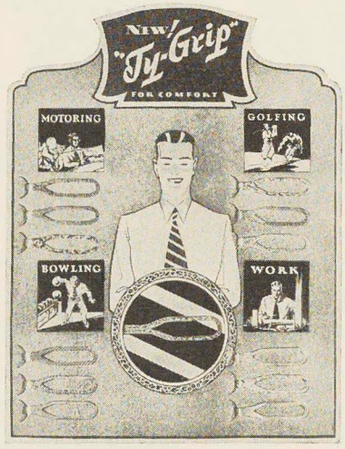
JOHN H·DETRICH

Wholesale Distributor of
ONEIDA COMMUNITY SILVERWARE
Complete stocks of all active patterns

37 South Wabash Ave.
CHICAGO.

Every order shipped complete within six hours

TUDOR PLATE - QUALITY FLATWARE AT MODERATE PRICES



This attractive counter display will increase your sales

NEW
"Ty-Grip"
POPULAR

The Greatest $1.00 Profit-Seller of the Year

- - - NO DEAD STOCK - - -
INITIALS EXCHANGED FREE

This smart new tie holder or money clip will be a big summer seller in your store.

Every man a prospect who will want one of these practical, beautifully designed Ty-Grips.

R. B. LONG CO.
Makers
ARCADE BLDG., ST. LOUIS, MO.

No. 70. Initials (assorted) put up 2 doz. to an assortment

No. 75. For any lodge or order

Send in your order at once. Be prepared to serve your customers with this new fashionable jewelry item for men.

Price $9.00 doz. N. S. Chrome—*Keystone discount*. Gold and filled prices on request.

a high hat isn't a full dress suit . . .

• • • and neither is an impressive building an efficient business organization . . . Management, expert skill, careful attention to details and willingness to be of service are the real factors that make a business. These are combined in our smelting and refining service.

We solicit factory sweeps, refinings, old jewelry, scrap and filings, no matter how big or small the shipment may be.

KASTENHUBER & LEHRFELD • 24 John St., New York

New England Jewelers Meet in Boston

THAT New England jewelers have not yet realized fully the potentialities of the market afforded by their section of the country, was the theme of speakers at the sixteenth annual convention of the Massachusetts and Rhode Island Retail Jewelers' Association, which met as a practically all—New England body at the Hotel Statler, Boston, March 25 and 26. Jewelers from all six New England states were present, and for the first time, there was an exhibition by wholesale and manufacturing jewelers, twenty-one being represented.

The undeveloped jewelry market in New England, which was stressed by three of the speakers, with its assurance of increasing prosperity in the future, gave a tone of optimism to the convention, which was one of the most successful in recent years. Action was taken condemning the return of the guarantee evil, the success of the co-operation between the state and the national body on the one hand and the Retail Jewelry Trade Association on the other was noted, the work of the publicity association was commended, the Kelly-Capper bill was again endorsed while the membership drive of the association was advanced.

C. J. Gidley of New Bedford was re-elected president. The other officers are: First vice-president, James Kingman of Boston; second vice-president, A. H. Abbott of Lowell; secretary, Louis S. Smith, of Beverly; treasurer, Arthur K. Smith of Woburn; Executive Committee, E. T. Arnold of Providence; Hollis S. Howe of Concord; W. F. Rainey of Pittsfield; Frederick W. Bird of Boston and Arthur M. Smith of Brockton.

The convention was closed with a banquet, at which Fletcher W. Taft, sales manager of The Carter's Ink Company, was the speaker. The ladies were royally entertained by the wholesalers and manufacturers during the convention, the program including a dinner at the Lido Venice and a theater party. Mrs. Ben Wyman, Mrs. N. Hayes, Mrs. G. Fallon, Mrs. C. Lawton and Mrs. L. Guinness were in charge.

President Gidley opened the convention with a plea for closer co-operation between retail jewelers and the manufacturers and wholesalers.

John Vandeleur, chief of the speakers bureau of the New England Council, opened the New England theme with an invitation to jewelers to use the services of the New England Council, which is working to better business conditions in the six states.

The tremendous possibilities of New England were pictured by William J. Fortune, assistant vice-president of the National Shawmut Bank. All of the fundamental factors that go to make prosperity are present in these states, he said, pointing out that $1,250,000,000 is paid yearly in wages to 1,000,000 workers in New England. In this section the per capita wealth is greater than anywhere else in the United States, and the proportion of telephones and the number who pay Federal income taxes are greater in New England than in the rest of the country.

The theme was carried on by V. D. Reed, assistant professor of marketing at Boston University and vice-president of the Wells Advertising Agency. Professor Reed stressed the fickleness of markets, the fact that demand is always shifting, and that the successful business man is the one who can keep up with these changes, and most of all dare to be radical.

But most interesting in his address were several concrete suggestions to retail jewelers, advanced from the point of a thoughtful outsider. These were:

1. Privacy for the customer buying an engagement ring. Professor Reed recalled his own amusing embarrassment when he purchased such a ring eight years ago, stating that he felt many young men would appreciate a booth in which to make their selection.

2. A discreet approach to the newly married. Deftly worded announcements of a store could be sent advantageously to these couples who are potential customers.

3. Perfume. Since perfumery is purchased for the same emotional reason as jewelry, its place in the jewelry store is well warranted.

4. Instalment buying. May not stores profitably extend credit to young men who, just starting in life, have not laid aside sufficient capital to let them purchase valuable jewelry outright? They will grow into valuable customers if they are encouraged.

5. Attraction for the casual buyer. People would rather buy jewelry in a jewelry store than in a department store. Yet department stores have made it easy for the casual buyer who may not wish to spend more than a dollar or two. If the policy of a jewelry store does not otherwise permit the sale of inexpensive jewelry, why not maintain a separate department for it?

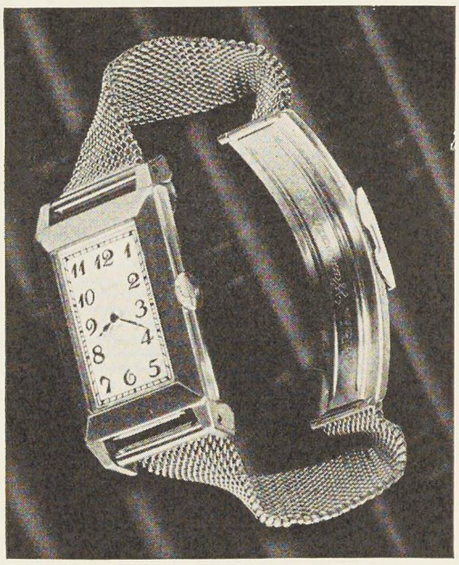
6. Ensemble vogue. Have jewelers taken full advantage of fitting in with this feature of the mode—jewelry to fit the costume? The suntan is still an important craze. What can the jeweler do with old gold, copper and bronze in this connection?

7. New and better lighting. One store found that, where 15 per cent of the passers-by stopped before the window on one kind of lighting, 45 per cent stopped when the lighting was improved.

Of reports from the national associations there were two—P. J. Coffey, president of the National Jewelers' Publicity Association, and Charles T. Evans, secretary of the A. N. R. J. A.

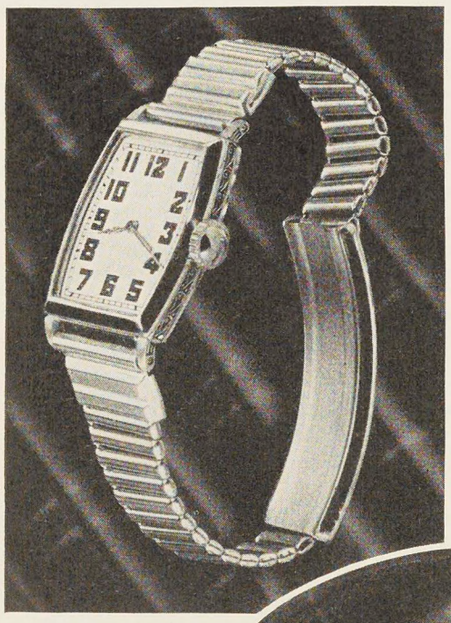
Secretary Smith in his report for the year commented on the success of the co-operation with the Retail Jewelry Trade Association. He pointed out the danger in the recommendations of the Trade Practice Conferences which conflict with the anti-trust laws and also warned of the time guarantee, especially in connection with an alarm clock as proposed, and the suggested return to a method of time guarantees on watch cases. He suggested that Ellis Gifford of Fall River be made an honorary member of the association and urged that the amendment to the lien law to make it unnecessary to give the customer a copy of the law when an article is left for repair should be pushed at the next session of the Legislature, despite its failure this session.

The following wholesalers and manufacturers exhibited: Martin & Forbes Co.; Dennison Manufacturing Company; L. O. Becker; Wales English Leather Goods; Columbia Manufacturing Company; Wadington Playing Cards; Waltham Watch Company; Community Plate; William A. Rogers, Ltd.; Gilbert Clocks; Gorham Manufacturing Company; Eagle Silversmith Company; Carter's Inks and Pens; United Jewelry Company; Milton Jewelry Company; Watson Sterling Silver; D. C. Percival Company; Poole Silver Company; M. S. Page Company; Charles May & Sons Co. and Norling & Bloom Co.



A fine watch

deserves a fine band

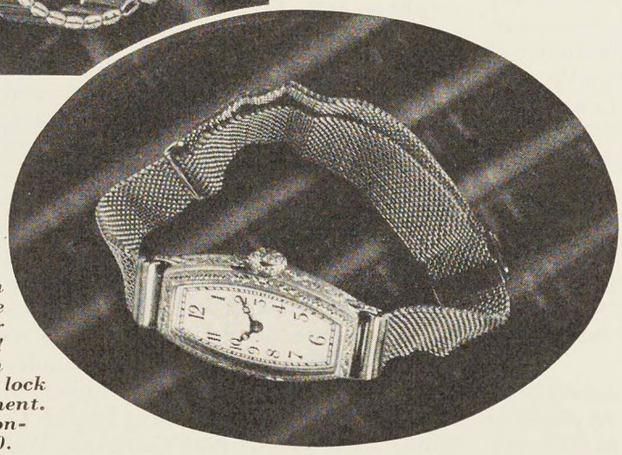


ATTACH a Wadsworth band to any fine wrist watch and you have a harmonious unit. The colors, the workmanship, the wearing qualities—are the same.

For these famous bands are made of precious metal—by the same skilled craftsmen who make Wadsworth Cases for the world's leading watch manufacturers. Each band must conform to the high standards established for these fine watch cases.

Unique in design, these Wadsworth bands! Unusually comfortable on the wrist. Readily accepted by your customers, too. They're nationally advertised in leading magazines. And bear the name—Wadsworth—known everywhere as a mark of quality.

Ask your wholesaler to show you these distinctive bands. The Wadsworth Watch Case Company, Dayton, Ky. Offices: New York, 20 W. 47th Street; San Francisco, 150 Post Street; Chicago, 35 E. Wacker Drive.



Wadsworth Model D—a flexible mesh bracelet for women. Smart! Comfortable on the wrist. Sliding lock for easy adjustment. Priced to the consumer at $7.50.

Directly above, the new Wadsworth Model B—a flexible mesh band for men. Easily adjusted! Extremely comfortable! Not affected by perspiration. Locking device always remains in exact center of the wrist. Priced to the consumer at $10.

The "Lord Wadsworth" band for men, like the "Lady Wadsworth" for women, is made in white or green gold filled. Advertised prices to consumer—$10 to $12.50.

Wadsworth

WORKERS IN PRECIOUS METALS

Cincinnati

(From The Keystone Special Correspondent)

Wholesalers Eager to Train More Watchmakers

WHOLESALE jewelers of Cincinnati are showing considerable interest in the watchmaking and jewelry repair courses which are being conducted at the Ohio Mechanics Institute to train jewelry repair apprentices. In accordance with the plan announced at the annual meeting early in the year when the Cincinnati Wholesale Jewelers' and Manufacturers' Association agreed to take a more direct interest in the course, a large group of the members visited the institute and inspected the work that is being done in the evening courses.

Enrollment consists largely of jewelry apprentices who work during the day with jewelry firms and attend the classes four nights a week to learn more about the theoretical and technical side of their job. A number of the students are from cities and towns outside of Cincinnati.

The interest of the jewelers is due to the fact that some of the firms are having difficulty in finding suitably trained men and wish to bring up a number of properly qualified young men who can handle this work in coming years.

Clarence Loeb, of L. Loeb & Sons, was Chairman of the committee in charge of the trip to the Institute. Others on the committee were: L. E. Mecklenborg, of Mecklenborg & Gerhardt; Harry Stegeman, of the Wadsworth Watch Case Company and O. S. Fuller, of E. & J. Swigart Co.

At its last meeting, the association heard P. J. Coffey, president of the National Jewelers' Publicity Association. Mr. Coffey told his hearers that diamond production is on the decrease while consumption is increasing. His talk was interestingly illustrated with lantern slides. Many local retail jewelers were guests of the association on this occasion. Those in charge also arranged for Mr. Coffey to address one of the city's luncheon clubs on the same subject on the following day.

Three Burglars Captured

Three burglars were captured in an unsuccessful attempt to loot the Henry Doepke & Bro. jewelry store, 40 West 12th street. Two men carrying jewelry from the store were caught, together with a lookout, by detectives who acted on a tip given by a passing taxicab driver.

All Gruen Officials Re-elected

All officers of the Gruen Watch Company have been re-elected by the stockholders. They are: president, Fred G. Gruen; vice-presidents, George J. Gruen, Charles W. Dupuis, and Francis W. Gruen; secretary, George T. Gruen, Jr.; assistant secretary, Harold R. Haers. At the annual meeting directors declared the regular dividends on both common and preferred stock for the ensuing four quarters.

Mrs. Lillian Herschede Gibson, daughter of Edward Herschede, president of the Frank Herschede Jewelry Company, and secretary-treasurer of the Herschede-Hall Clock Company, died at Good Samaritan Hospital following an illness of four weeks. Besides her father she is survived by a brother, Edward, and six sisters.

At the request of officials of the company, Common Pleas Court has named Lawrence L. Bing as a receiver for the Peerless Company, jewelry and novelty dealers, Fifth and Race streets, which is going out of business after thirty-four years. It was announced that officials of the company are ill and desire to quit the business. The company for many years has specialized in novelty jewelry. Charles B. May is president.

Thomas Long Company Team Wins Boston Jewelers' Tournament

The ninth year of the Boston Jewelers' Bowling League finished in a blaze of glory with a banquet at the Elks Hotel. The "eats" were followed by an entertainment, two three-round boxing bouts and the awarding of prizes. The teams in the order in which they finished were: Thomas Long Company, D. C. Percival Company, Bigelow, Kennard & Co., A. Stowell & Co., Smith Patterson Co., Shreve, Crump & Low, Hodgson, Kennard & Co. (Arlington street store), I. Alberts Sons Co., Ripley Howland Manufacturing Company, E. B. Horn Company, Hodgson, Kennard & Co. (State street store) and M. S. Page.

The prize for high individual pin fall went to Samuel M. Robinson. Players on the three leading teams received prizes, and individual prizes were awarded to 27 others. Donors of prizes included the Gorham Company, Hamilton Watch Company, Dominick & Haff, Boston Watch Company, Hub Watch Company, Waltham Watch Company, Seth Thomas Clock Company, International Silver Company, Richard Dimes, Frank W. Smith, Webster Company, Gruen Watch Company, Sloan & Co., Wendell & Co., The Watson Company, Elgin American Company, Colonial Silver Company, Enos, Richardson Co., W. G. Clark Company, Bates & Bacon, Waterman Pen Company, Saart Brothers, R. Wallace & Sons Mfg. Co., and Elgin National Watch Company.

Officers elected for the 1930–31 season are: president, George P. Duhamel, of Thomas Long Company; vice-president, George Nicholas, Ripley Howland Mfg. Co.; treasurer, Louis Marr. D. C. Percival Company and scorer, L. Robinson, Hodgson Kennard & Co. Charles Orcutt, former president, presided.

Jeweler Narrowly Escapes Death

Romeo E. Guertin, jeweler of Pawtucket, Rhode Island, narrowly escaped with his life recently when he refused to comply with the demand of a pair of would-be gunmen to "Stick em up" and was shot in the heel.

Guertin, who was parking his $5000 car in the garage adjacent to his Pawtucket home, was accosted by two youthful bandits who ordered him to throw up his hands. Guertin refused and one of the gunmen coolly moved back a few paces and fired at the jeweler, the bullet wrenching off the heel of his left shoe.

Frightened at their own audacity, the pair made a mad dash for freedom, one of the men dropping his revolver in his haste.

SAFETY FIRST

Jeweler: "What name do you want engraved in the ring?"

Blushing young man: "From Harry to Edna."

Jeweler (one who knows): "Take my advice and simply have 'From Harry.' "

Man wants but little here below,
He isn't hard to please;
But woman, bless her little heart,
Wants what e'er she sees.

A GOOD WAY TOO

A man was amusing himself by trying all the penny-in-the-slot machines at a fair.

Presently he came to one that did not respond to his coin.

"Look here," he said to the owner of a nearby booth, pointing to the line of machines, "that one is to try your weight, the next your height, that one your strength, the next your sight, the one over there your lungs, and now I've put a penny in this thing, but I don't see what it's for."

"That, gov'nor?" replied the booth owner. "Oh, that one's to try your temper!"

Scientist says the flight of time is an illusion. We know a jeweler who would pay a lot to convince his banker of this.

A SKIN GAME

Mother: "If you get a job in the chorus, I hope you won't wear tights."

Daughter: "Oh, but they don't wear them any more."

Mother: "Well, I'm very much relieved to hear that."

SAFETY FIRST

After the locomotive had smashed a flivver at the crossing a flapper rose from the wreckage practically uninjured. The engineer and others gathered around.

"Why in the world didn't you stop when you saw the train coming?" asked the engineer.

The flapper was indignant.

"I sounded my horn before you blew your whistle!" she told him.

Money and credit are not mechanisms of finance but are bound up with life and with basic moral problems of every man and woman. Thus high business standards require men who are technicians in the sense of making the connecting link between the golden rule, on the one hand, and the most complicated business transaction on the other.

—Owen D. Young.

SHE'D BE BACK

Lady: "Do you take children's photos?

Photographer: "Yes, madam, we make a specialty of children's photos."

Lady: "How much do you charge?"

Photographer: "Only five dollars a dozen."

Lady: "Well, I shall have to see you later. I have only eleven children."

They laughed when I sat down at the piano. Some darn fool had removed the stool.—Kreolite News.

YOU WOULDN'T EITHER

Siki: "I have no more faith in women."

Soko: "Why not?"

Siki: "I put a matrimonial advertisement in the paper and one of the replies was from my fiancee."

—Columbia Jestre

The man who thinks he can will soon know he can.

SYMBOLICAL

Photographer: "It would make a much better picture, young man, if you put your hand on your father's shoulder."

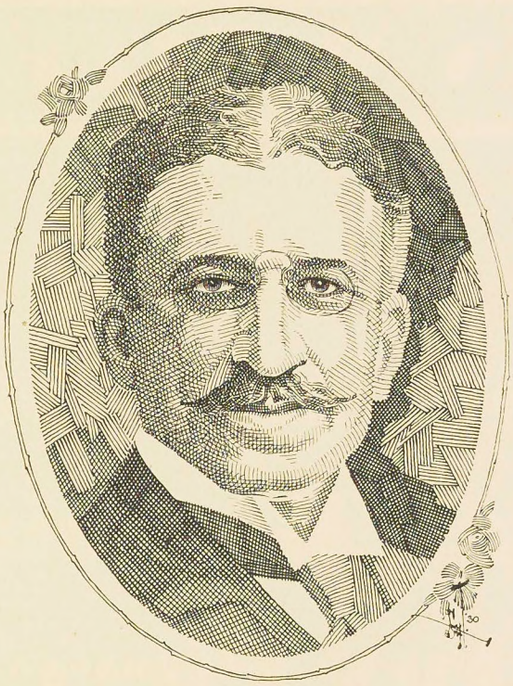
Jeweler: "Huh! It would be more natural if he had his hand in my pocket."

EASY READING

Janet: "Jack says he can read you like a book."

Olive: "Yes, and darn him, he wants to use the Braille system."

A Harvard professor has invented a machine which will exert six hundred thousand pounds pressure per square inch. Useful for attaching postage stamps.



DAVID BELAIS

Inventor of

"The White Gold That Stays White"

SHORTLY after the United States entered the World War the jewelry industry was confronted by a serious problem. Platinum had been placed under an embargo by the Government and the country's supply commandeered for war purposes.

The vogue for white metal was then rapidly becoming established and it became necessary to develop a substitute for the ultra precious platinum. White gold of a sort had been made for a number of years but never successfully. No one had discovered the combination which could make gold stay really white.

About this time David Belais came forward with an important discovery. He had developed a white gold with the color and appearance of platinum, durable, workable and guaranteed to stay white.

The merits of this new metal were quickly recognized and the demand for Belais White Gold to be used in the manufacture of jewelry has been steadily increasing. The industry is indebted to David Belais for his important discovery which solved a vexing trade problem satisfactorily and led to the development of a permanent trend for artistic and distinctive jewelry.

JOINT STATEMENT

Belais White Gold is made today, and always has been made, to the original formula invented and developed by David Belais.

H. A. Wilson

David Belais

BELAIS WHITE GOLD

Nothing Finer Can Be Said of Any Piece of White Gold Jewelry *Than*

"It Is Made of BELAIS WHITE GOLD"

Specify "BELAIS"

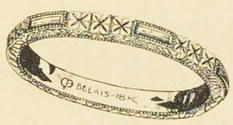
The White Gold That Stays White

BELAIS WHITE GOLD

INSURE INCREASED SALES

By Using

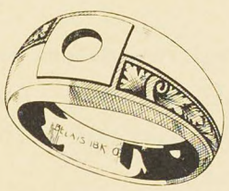
OSTBYE AND ANDERSON PRODUCTS



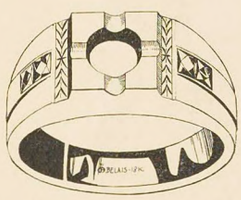
Retail Jewelers, like other business men, prefer to push attractive merchandise that will not only sell the prospective customer by reason of its intrinsic beauty and apparent value, but will keep him satisfied by reason of its durability and wearing qualities. That is why many leading retailers are featuring in their stocks Ostbye and Anderson Wedding Rings and Mountings

MADE OF

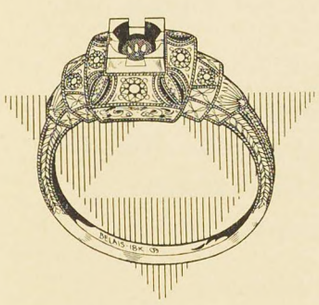
BELAIS WHITE GOLD



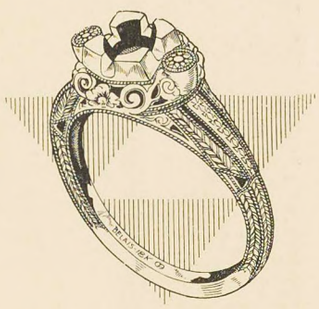
Ostbye and Anderson Jewelry has been aptly described as beautiful merchandise that catches the eye and makes folks buy. Why not



LET US SEND YOU SAMPLES?



No picture can adequately present an Ostbye and Anderson product in all its rich and lustrous beauty. You must see the rare artistry and the beautiful and charming designs. That is why we seek the privilege of presenting samples.

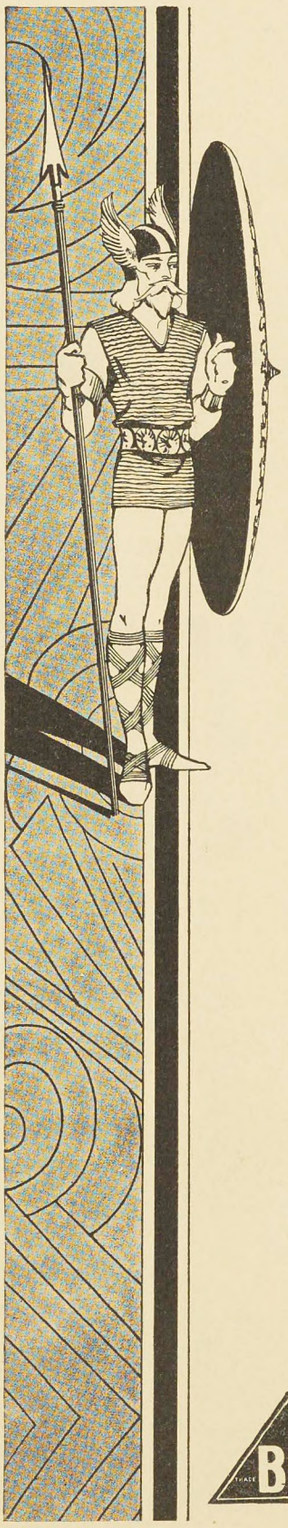


OSTBYE & ANDERSON
DIAMONDS MOUNTINGS

MANUFACTURING WHOLESALE JEWELERS
600 JEWELERS EXCHANGE
MINNEAPOLIS. MINN.
1344 MAIN 1345

The White Gold That Stays White

BELAIS WHITE GOLD



Bauman-Massa Jewelry Company

Introduces

CHERIE

"Sweetheart"

Standardized Diamond Rings

Our years of experience as direct diamond importers is reflected in the values and accurate grading which you will find in this line. Each ring is plainly marked with retail price, weight and quality of diamond.

You can handle CHERIE diamond rings profitably because they carry a substantial mark-up yet enable you to give your customers real values.

Our extensive advertising, mat service, beautiful window displays and radio broadcasting is a sales producing tie-up that is yielding dividends to CHERIE diamond ring franchises. Cash in on this popular line.

Range in price from $25.00 to $500.00.

BM

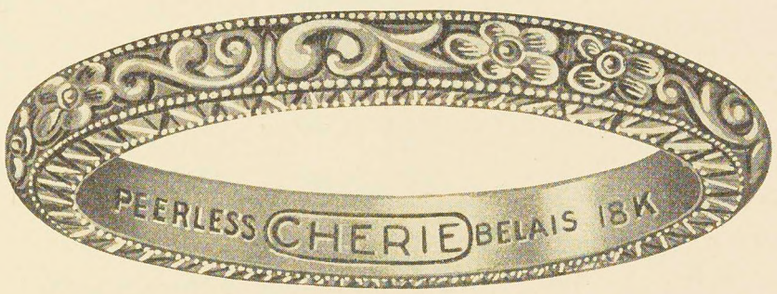
BAUMAN-MASSA

St. Louis,

The White Gold That Stays White

BELAIS WHITE GOLD

CHERIE JEWELRY

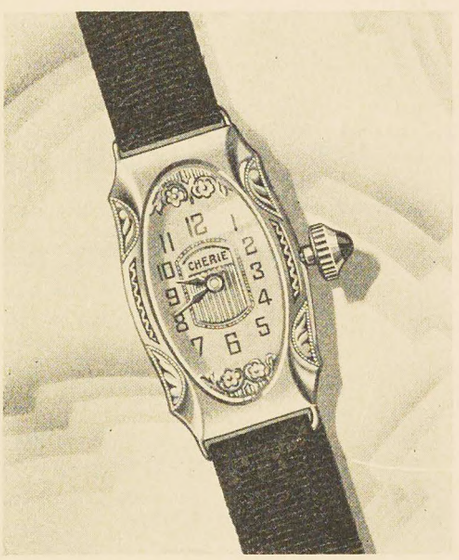


Cherie Wedding Rings made exclusively of Belais Seamless white gold provide price range $7.50 to $150.00 retail.

Cherie line of bracelet watches beautifully cased all carry Cherie guarantee of satisfaction. Put up in large red velvet boxes with retail price tags range from $15.00 up.

If you are not using it now investigate the Cherie line. Fine diamond watches, wedding rings, stone rings, and fine gold jewelry.

•



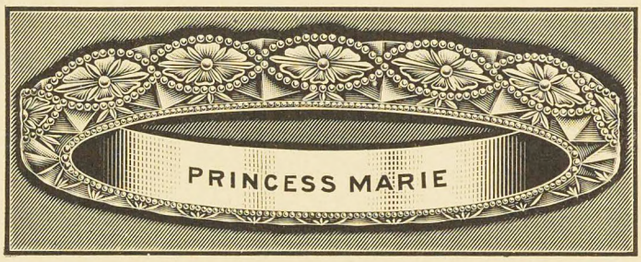
JEWELRY COMPANY

Missouri • • • • • • • Republic Building

The White Gold That Stays White

BELAIS WHITE GOLD

PRINCESS MARIE



PATENT DESIGN NO. D-34903

No. 2591 $9.50—Gent's to Match, No. 2591-G $13.00

Newest and Fastest Selling Wedding Ring

The Popularity Achieved by Princess Marie

"Newest and fastest selling wedding ring on the market today" is phenomenal. Leading jewelers everywhere are finding this beautiful and exquisite ring of distinction to be a first class salesman. There is nothing to equal the artistic design of this beautiful wedding ring.

Princess Marie Sells Itself

Because it is superior in quality, unique and attractive, it lends itself very fittingly to be set with diamonds at any time so desired. Hand carved by experts who have specialized in carving, engraving and chasing only the finest of wedding rings. Made exclusively of Belais 18-K "*The white gold that stays white.*" It is no wonder Princess Marie is the fastest selling ring on the market today.

WILL YOU BE PREPARED FOR THE DEMAND?

Send now for an assortment of sizes. The blank below is for your convenience, fill it out and mail it today. DO IT NOW!

KEYSTONE DISCOUNT

QUAST & OLSEN

Wholesale and Manufacturing Jewelers

DIAMONDS, WEDDING RINGS AND MOUNTINGS

5 South Wabash Avenue **Chicago, Ill.**

SIZE	4	4½	5	5½	6	6½	7	7½	8
No. 2591									
SIZE	8	8½	9	9½	10	10½	11	11½	12
No. 2591-G									

Name.....

Address.....

The White Gold That Stays White

BELAIS WHITE GOLD

YOU WILL FIND IT . .

a convenience and service to purchase

BELAIS WHITE GOLD

PLATE, WIRE AND SOLDERS

from

T. B. HAGSTOZ & SON

We Buy
GOLD
SILVER
PLATINUM
or any material in which these metals are contained—with an honest return as promptly as accurate determinations permit.

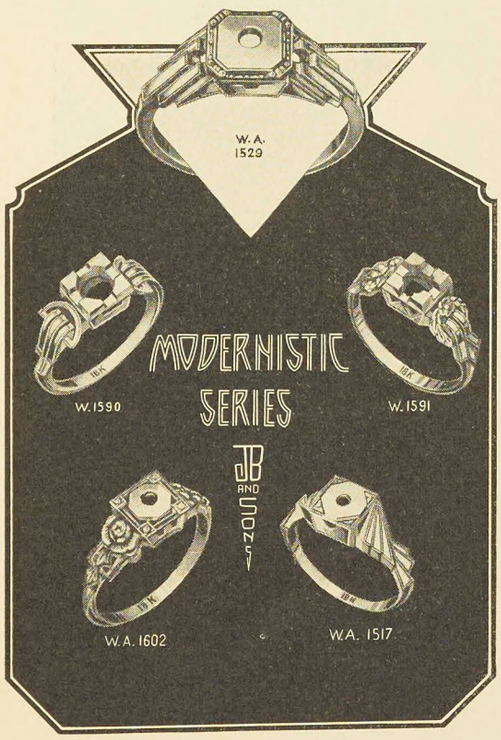
Our new BELAIS WHITE GOLD SOLDERS are the finest the market affords. Let us send you samples.

T. B. HAGSTOZ & SON

709 Sansom Street Philadelphia, Penna.

REFINERS - ASSAYERS

Refining of Sweepings Our Specialty



New BERG Creations

IN

BELAIS WHITE GOLD

These rings are modern in design and construction and are singularly beautiful.

They are solderless and will not discolor. Always showing the smooth finish.

The rings shown are but a few of our many recent creations.

Stone sizes range from one-eighth carat to one carat in prongs and to one-half carat in tops.

They are made of Belais White Gold.

If your wholesaler does not carry this line, write us direct for samples giving your jobber's name.

J. BERG & SONS

MANUFACTURING JEWELERS

105 FULTON STREET - NEW YORK

The White Gold That Stays White

BELAIS WHITE GOLD

Companions

The White Gold That Stays White

BELAIS WHITE GOLD

of Quality!

PRISCILLA PLATINUM ENCASED WEDDING RINGS designed by the world's most renowned artists » » fashioned by true craftsmen » » completely encased with platinum by the famous BEK PROCESS » » » and wrought from BELAIS WHITE GOLD are companions of QUALITY that is the inevitable result of joining best with best.

EISENSTADT MANUFACTURING COMPANY
Manufacturers to the retail jeweler exclusively
Saint Louis, Missouri

★ See page 11 of this issue

Priscilla Jewelry
POSSESSED · WITH · PRIDE

The White Gold That Stays White

BELAIS WHITE GOLD

Introducing

VIRGIN DIAMONDS

Certified Virgin Diamonds are Genuine Diamonds of guaranteed quality, direct from the mine to you, never before individually owned or worn, and sold only through authorized dealers at standard prices.

◇●◇

We are proud to say most of our Certified Virgin Diamonds are mounted in rings made of 18K BELAIS WHITE GOLD.

We invite aggressive, legitimate jewelers to investigate our exclusive dealer franchise proposition.

C. A. KIGER Co.

Kansas City, Mo., U. S. A.

EXCLUSIVE DISTRIBUTORS OF VIRGIN DIAMONDS IN THE UNITED STATES

The White Gold That Stays White

BELAIS WHITE GOLD

BOLOTIN & SHEININ

Makers and Designers of
Fine Platinum and Gold Jewelry
Since 1920

ANNOUNCE

the removal
of their office and factory to
Suites 1009-1011
Pittsfield Building
55 East Washington Street

Blue Bonnet Wedding Rings
are made from
BELAIS 18k Seamless Wedding Blanks

WRITE US FOR AN ASSORTMENT

BOLOTIN & SHEININ

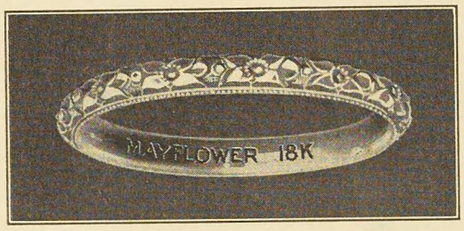
Manufacturing Jewelers

CHICAGO

The White Gold That Stays White

BELAIS WHITE GOLD

Mayflower



WEDDING RINGS

MADE OF

BELAIS WHITE GOLD

Mayflower diamond rings from $14.75 to $350.

"Always Perfect"

Expert craftsmanship and beauty of design—one essential to the other—are two of the features which have helped develop an ever-increasing demand for "Mayflower Wedding Rings."

To help dealers effectively display their "Mayflower Rings" we are supplying a beautiful six ring display tray free of charge with the purchase of six "Mayflower Wedding Rings."

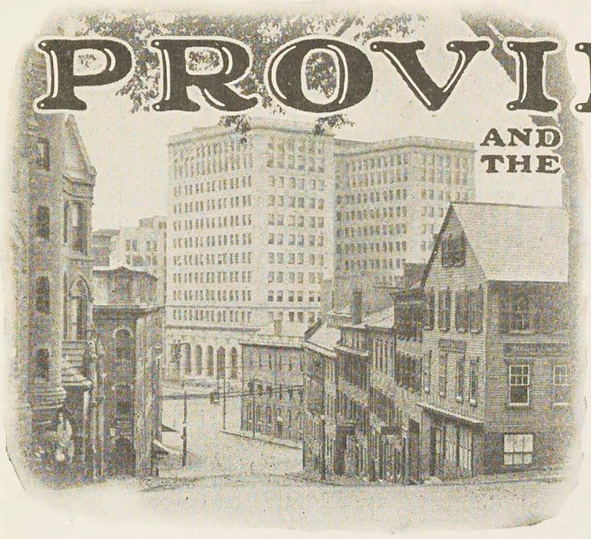
Write us today for your assortment.

May Brothers and Company, Inc.

254 West 31st Street

New York City

The White Gold That Stays White



PROVIDENCE AND THE ATTLEBOROS

(FROM THE KEYSTONE SPECIAL REPRESENTATIVE)

Widespread Interest in Public School Course in Jewelry Designing

THE Rhode Island Board of Education sponsored an exhibition in Providence recently of the work of special public school classes in jewelry designing and sample making. The exhibition—which is part of an educational program to develop capable designers and workers in the jewelry field—drew a large and enthusiastic audience including many leaders of the industry from all parts of Rhode Island and the Attleboros.

The exhibition included many designs for rings, bracelets, brooches, bar pins, pendants and earrings, many of them done in the modernistic manner. Prizes were awarded to the students whose work showed the most originality and best execution. The medals awarded the winners were donated by Irons & Russell Co. and Harvey & Otis, manufacturers of this city.

The first prize, a gold medal, went to John De Stefano while second prize, a silver medal, was presented J. C. Scola, and the third prize, a bronze medal, to J. Civito. All winners are residents of Providence.

Many jewelry manufacturers are co-operating with the board of education in making possible the classes, which are conducted by Lawrence M. Bayan.

Gorham, Incorporated, Makes Good Showing

The first annual report of Gorham, Incorporated, retail subsidiary of the Gorham Manufacturing Company, Providence, Rhode Island, reveals a net profit of $363,071 over a 12-month period ending January 31. The report, which is signed by Henry J. Fuller, chairman of the board of directors, was submitted to stockholders recently.

The balance sheet of the retail subsidiary at the close of the first fiscal year showed total assets of $12,118,-767.92 and a surplus of $1,293,304.84. Its current assets on January 31 were $11,505,904, while current liabilities were but $1,151,330.

In submitting the report, Chairman Fuller says: "In view of the adverse conditions prevailing in nearly all lines of business during the last quarter of the year, and the interruptions to business incident to alterations and the amalgamation of the New York stores, your management considers that the results of the year's operations were satisfactory.

"While numerous advantages of the consolidation are becoming manifest, the consolidation is of too recent a date to permit their results to be apparent during the period covered by this report."

Charles F. Irons

Charles F. Irons, prominent Rhode Island manufacturer and president of Irons & Russell Co., died at his home, 447 Friendship street, Providence, on April 6. He was in his 91st year and, until four years ago, when he retired because of failing health, Mr. Irons was actively identified with the business life of the community.

Although Mr. Irons spent the greater part of his life in the jewelry industry, building up a large manufactory from a modest little shop started in the early years of the Civil War, he also had time for many other activities, among them being a term in the State Legislature. He also served as a director for several banks and was a member of the New England Manufacturing Jewelers' and Silversmiths' Association and the Manufacturing Jewelers' Board of Trade. He was also prominent in Masonic circles.

Mr. Irons was born in Providence, April 17, 1839. He received his early education in the schools of that city and, at the completion of his studies, entered the employ of his father in the jewelry industry. In 1861, Mr. Irons entered business on his own account and began the manufacture of regimental insignia in a small shop.

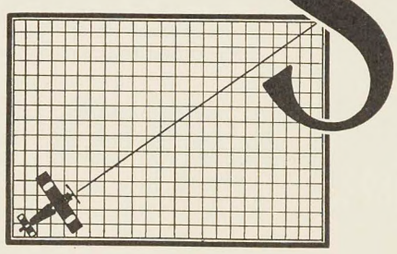
Later, in 1880, he took his nephew, Charles A. Russell, into the firm. In 1897, the firm name was changed to its present style and, today, the business is one of the largest of its kind.

Findings Manufacturers Will Establish Information Bureau

The Metal Finding Manufacturers' Association, at its March meeting in the Providence-Biltmore Hotel, voted the establishment of an information bureau to which accounts more than 60 days overdue could be reported.

Creation of the credit information department was approved by the association as the result of several months' study by a special committee. Not only will members report overdue accounts, but they also will submit active lists of C.O.D. customers and those who have been reinstated from a cash to a credit basis. The information would be available to members at the monthly meeting.

The findings manufacturers also discussed a proposal to adopt uniform terms for all members of the association—2 per cent 15th net 30 f.o.b. factory. Motion



SKYHAWK starts its flight up the sales chart! Mr. Wholesaler, keep track of its progress in your records. Mr. Retailer, mark its rapid advance in your store. We predict a winner!

SKYHAWK A GENCO BRACELET

For an air-minded age—SKYHAWK. Fits the tune of the times even down to the final detail of an "Identification Disk" on the inside of the center clasp! SKYHAWK is of open air construction, generously pierced to admit sun rays.

EXTREMELY THIN CENTER

That it is of feather-weight design, you can see from the actual-size illustration of the center.

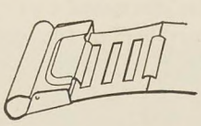
Gold Filled $5.00
Nickel Silver, NUWITE . . 2.50
Sizes to fit all watches

SKYHAWK is in every respect, a modern "air-minded" bracelet—and the prices are not heavy either!

Through Your Wholesaler

GENERAL CHAIN CO., Providence, R. I.

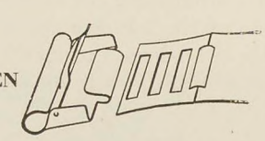
The Mechanical Perfection of SKYHAWK



CLOSED

The extreme simplicity of Skyhawk's design, permits lightness and thinness with great strength. To adjust for length, you remove end hook, cut to size, and replace hook. Both ends may be adjusted, keeping clasp in center

OPEN



Providence and the Attleboros

(Continued from page 129)

for adoption, however, was laid on the table for further consideration.

The gathering, which was presided over by President Frank E. Farnham, also considered plans for the annual meeting and election of officers in Providence on May 7. Prior to the annual session, members of the association will enjoy a luncheon in the Biltmore Hotel, according to present plans.

During past months the findings association has been active in formulating uniform methods for transacting business. One of its first actions was the adoption of a code of ethics. The association is also working on several other matters of considerable importance.

Here and There Among the Trade

Members of the champion bowling team of the Brier Manufacturing Company bowling league were feted at a recent banquet in the Narragansett Hotel. The champions—the press department—were awarded a trophy which was presented by Benjamin Brier.

Charles P. Kuehner, of O. Kuehner & Co., has recovered from a serious illness and is now in Florida recuperating.

Vittorio D'Alfonso, 37, arrested recently while looting the offices of the La Salle Ring Company, 107 Stewart street, Providence, was sentenced to eighteen months in the Rhode Island State Prison by Judge Antonio A. Capotosto in Superior Court on a charge of breaking and entering. D'Alfonso was captured at the point of a gun by Giustino Torlatani, president of the ring company.

George W. Davis died at a private sanitarium recently in his seventy-seventh year after a prolonged illness. Mr. Davis was prominent in Rhode Island jewelry circles for many years. The trade has also learned with sorrow of the recent demise of Samuel W. Gould, 82, for many years identified with the industry in the Attleboros.

A group of 518 employes of L. G. Balfour Company, Attleboro, were guests of the company at a testimonial recently and were presented service awards by Henry A. Nivens, vice-president. Presentation of the awards marked the first step toward a bonus system under which employes will share in the profits of the company, Mr. Nivens told the group. He indicated that the bonus system would become operative as soon as the company's expansion program is completed.

Robbins Company, Attleboro, will make medallions for the celebration planned this year on the occasion of the 300th anniversary of the founding of Massachusetts.

Foster Jewelry Company, Inc., has purchased C. H. Chapman Company and will continue to operate it under the firm name of Chapman Jewelry Company with H. C. Foster as manager.

Articles of association in Heiman Manufacturing Company, which will conduct a jewelry business in Providence, have been filed at the State House by Adolph Gorman, O. Harry Larson and Donald T. McCall. The firm has an authorized capital of 100 shares of common stock without par value.

George Kollstede, Inc. was formed in Rhode Island recently with Ralph M. Greenlaw, Clara L. Barnbrook and Clara E. Waterman as incorporators. The new concern will deal in gold, silver, precious and semi-precious stones, as well as leather goods and novelties, and has a capitalization of $50,000.

Daniel E. Baxter was presented with an easy chair recently in recognition of his 57 years of service with B. A. Ballou & Co., manufacturing jewelers, 61 Peck street, Providence. The chair was presented with due ceremony by Frederick A. Ballou. Mr. Baxter became affiliated with the company as an apprentice at the age of 15 and has served continuously ever since.

Michigan Jewelers Plan for Silver Anniversary Convention

"Big Ben" Steelman, secretary of the Michigan Retail Jewelers' Association, predicts a record-breaking attendance for the silver anniversary convention of that group to be held May 12 to 14 in Grand Rapids.

William G. Frasier, Durham, North Carolina, president of the American National Retail Jewelers Assocation, and General John R. Shouten, Grand Rapids banker, will speak at the Monday afternoon session following a luncheon when George W. Welsh, city manager, will welcome the jewelers to the city.

Tuesday afternoon, Bernard Lasky, vice-president of the Greater Detroit Retail Jewelers' Association, will discuss present day trade evils; Axel P. Johnson, economist and publisher of Grand Rapids, will speak; and Gustave Keller of Appleton, will discuss the value of organization at the Wednesday noon meeting.

Robert B. Barton, sales manager of the Elgin National Watch Company; Albert Ellbogen of Stein & Ellbogen, Chicago; A. C. Becken, Jr., president of the National Wholesale Jewelers' Association; H. Paul Juergens of Juergens & Andersen Co., Chicago; and Paul Donelan, sales and advertising manager of The Gorham Company, Providence, also occupy places on the program.

A lavish entertainment program has been arranged, including noon day luncheons, a theater party, Monday evening with Grand Rapids jewelers as hosts, a golf tournament at the Cascade Country Club, Tuesday morning and the annual dinner and costume ball. The last event will be held on Tuesday evening with traveling representatives of manufacturers and wholesalers acting as hosts.

Another class of Neophytes will be initiated in the Max Jennings club, Wednesday morning. "This one feature alone is worth coming miles to see," declares Secretary Steelman.

W. C. Bryant & Son Buy Business of Stacy L. Rogers

W. C. Bryant & Son, jewelers of Bangor, Maine, have purchased the business of Stacy L. Rogers, in that city, according to an announcement by W. C. Bryant, Jr. The business will be continued under the name of The Rogers Store, and no changes will be made in its policy, personnel or location, according to Mr. Bryant.

Announcing –

a new permanent exhibit of

COLONIAL *and* HERMAN MILLER CLOCKS

in the

NEW MERCHANDISE MART

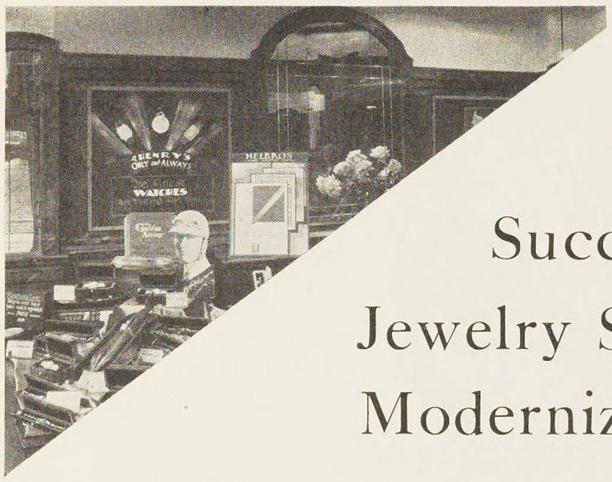
Chicago

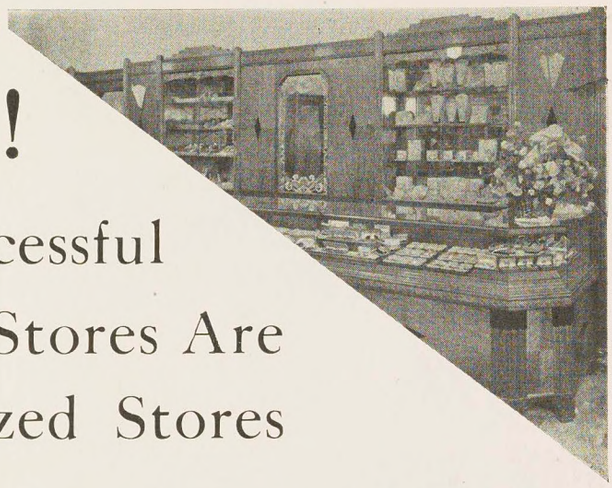
Both the Colonial hall-clock line, and the Herman Miller line of banjo, desk and mantel clocks are much too extensive to be transported by a salesman—and much too beautiful to be comprehended from photographs or reproductions. Here are clocks that just must be seen to be fully appreciated.

To make it conveniently possible for you to personally view these lines in their entirety, we have established another permanent exhibit—this in the magnificent new Merchandise Mart, today the world's largest building. You are cordially invited to visit this exhibit at any time. Twelfth floor—Colonial space, room 1233—Herman Miller space, room 1234.

COLONIAL MANUFACTURING CO.
HERMAN MILLER CLOCK CO.

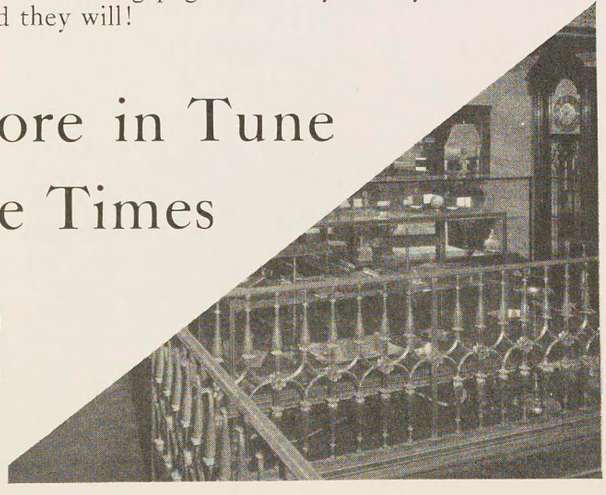
Home Offices and Factories, Zeeland, Mich.





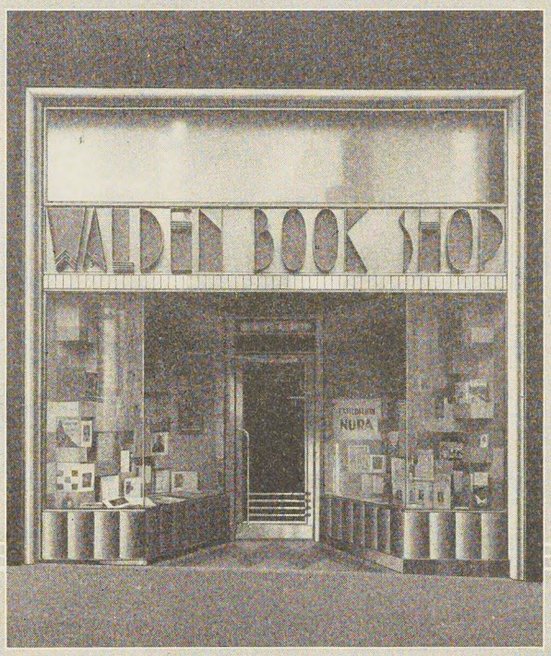
Successful Jewelry Stores Are Modernized Stores

OF all merchants, the jeweler stands most in need of modern quarters. The very nature of his merchandise demands them. Imagine the incongruity of attempting to sell goods composed of gold, silver, platinum and precious stones in stores which grocers, haberdashers, specialty shops or even druggists might put to shame. Or of displaying jewelry of the most modern type in a store of the vintage of 1900! ¶ The illustrations in the accompanying articles offer adequate proof that many jewelers in all parts of the country have recognized the importance of modernizing. Letters of inquiry to THE KEYSTONE and personal investigation among the trade also show that many other jewelers are planning to follow in the footsteps of these trail blazers. This, then, is the reason behind the following articles and others to appear in subsequent issues, wherein the latest trends in store modernization are discussed. ¶ Now—in the Spring—is the time for the jeweler to get busy on his remodeling plans. In doing so, he will be keeping faith with the nation-wide building program sponsored by President Hoover. Also, he will make it possible to have the work done in the Summer when trade is at low ebb. There will be no last minute rush with the Christmas holidays just around the corner, as is all too frequently the case. ¶ Jewelers who modernize now will be able to do so at a minimum of expense for both labor and materials. To wait until the nation's building program is fully under way will almost certainly mean delays and a greater cost. Most important of all, quick action will enable you to work carefully and consistently for greater business during the Winter "Big Selling Season." Buyers naturally gravitate to stores which have planned ahead to bring them there—and which predicate their plans on a store which is attractive and appealing and in keeping with the merchandise it has for sale. ¶ Study the following pages carefully. They have been designed to help you. And they will!



Put *Your* Store in Tune With the Times

STORE FRONTS



The Walden Book Shop, Chicago.
Architects—Holabird & Root.
Custom-Built by Kawneer.

HERE CROWDS GATHER—casual shoppers stop to buy—because a store front, distinctive and refreshingly different, tells a convincing story of pleasing service and merchandise to be found inside . . . Success for the merchant who has made his store an attractive place to trade! . . . This way to increased business is open to any merchant, whether he operates a book shop—specialty shop—motor sales agency or department store . . . A request will bring full information. . . . . .

Kawneer
BRONZE
STORE FRONTS

Manufacturers of
BRONZE
STORE FRONTS,
WINDOWS, DOORS

Subsidiary
Berkeley, Calif.

The Kawneer Co., 2610 Front St., Niles, Mich.
Send FREE Book, "Modern Store Fronts for Better Display."

Name.....
Address.....
City.....State.....

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Carry one initial ring as sample.
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To Retail No. 6517 With Larger Diamonds $35.00

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6746—$23.50 List
HEAVY SHANK

Genuine one piece, three color, double head cameo. Belais white gold (also in green gold) 6746—$23.50 List.

Next size larger stone, $2.00 additional

BUFFALO JEWELRY CO.
"The Mail Order House to the Jewelry Trade"
501 Washington St. Buffalo, N. Y.

BUY ALL YOUR OPTICAL GOODS!

At Big Money Savings ◆

New Era's bargain catalog is filled with a huge selection of optical necessities, listed at such low prices which enable you to make a large margin of profit.

In this catalog you will find: FIELD GLASSES, BINOCULARS, OPERA GLASSES, SPECTACLES, FRAMES, LENSES, and scores of other items that are in big demand.

MAIL THIS COUPON FOR BARGAIN CATALOG

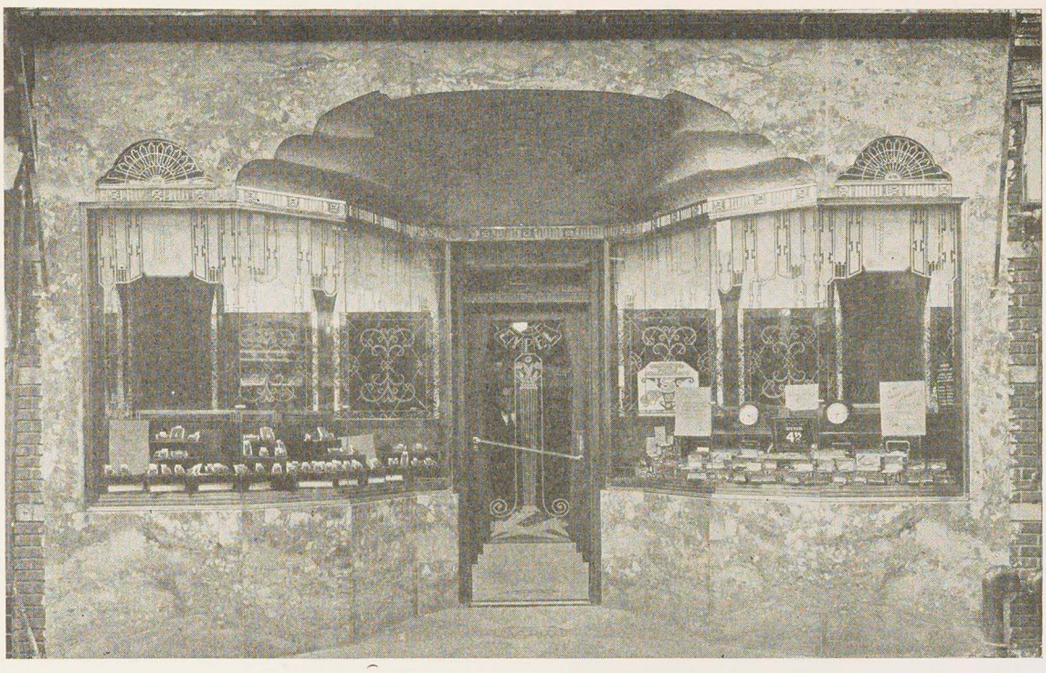
NEW ERA OPTICAL CO.
17 N. Wabash Avenue
Chicago, Ill.

Gentlemen:—Please send me your large catalog filled with optical goods at money-saving prices.

Name .....
Address .....
City ..... State .....

NEW ERA OPTICAL CO.
Wholesale Optical Goods
17 N. Wabash Avenue
Dept. K-5 CHICAGO, ILL.

NEW ERA OPTICAL COMPANY NEOCO The Trade Mark of Quality



Modern Store Fronts Bring in the Buyers

By F. E. KUNKEL

IT IS Human Nature to Gravitate to Stores Which Give Outward Evidence of Being Strictly Up-to-Date

MERCHANDISING jewelry today is quite a different matter than it was yesterday. In the first place the independent merchant is now competing with chain stores, department stores, radio stores, automobile dealers and a host of other merchants as never before. This competition is taking on a keener edge daily, and the jeweler who would compete for attention and who desires to "put over" his window displays can no longer rest content with the store front or window display system of a few years ago, any more than he can tolerate antiquated sales methods. He must be up-to-date or he will soon be counted out in the battle for business.

The trends in window shopping have also changed. People no longer amble by and take their own good time about looking at everything in the window. As a net result, successful displays are no longer a conglomeration of everything that the store has to offer. Instead, they are concentrated flashes of specialized merchandise —flashes which tell a quick-selling story in a concise and gripping manner.

The jeweler, like other merchants, must recognize that the efficiency of all the old forms of advertising and selling have passed out of the picture. In their place has come a new era of merchandising—the kind that keeps pace with the movies, the airplane, the radio, the automobile —all things typical of the age of speed, which is now so much a part of our public life. Business today must be transacted in split seconds and at hair-trigger speed. People are hurrying as never before. Consequently, it is important that your store front should not only stop passers-by, but that your window displays should do a quick job of selling in the allotted eleven seconds which is all those who pass can now give them under the law of averages.

The modern merchandising age is one of fast changing trends and one of the most noticeable changes has come in the form of the modernized store front which is being inaugurated on every hand by progressive merchants to increase the sales power of the store location —to captivate the eye of passersby—to divert their footsteps from the sidewalks—to excite their buying admiration and to arouse buying impulses.

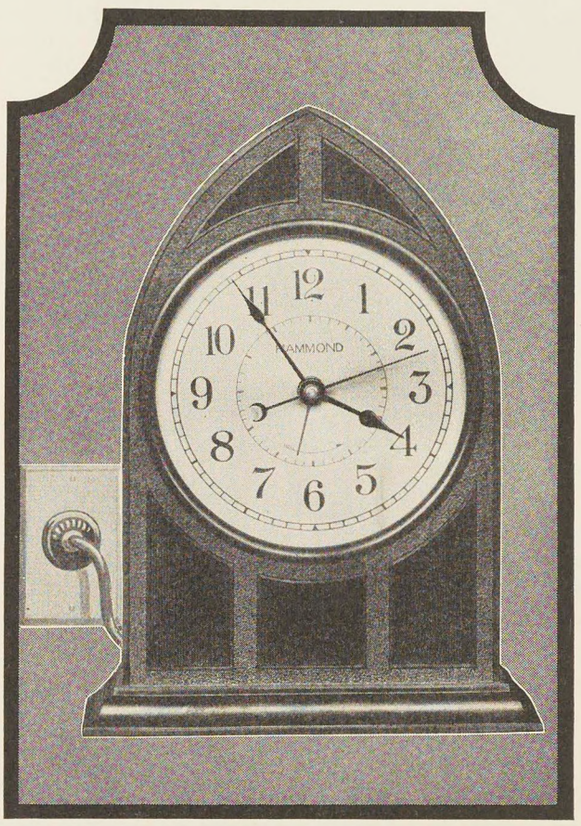
The store front of yesterday no longer lends itself to modern merchandising methods, for in its place has stepped the island window display, the unit system, the arcade lobby, and various other types. Merchants who do not keep up-to-date in this respect will very likely find the crowds elbowing by without stopping and sales falling off accordingly. People no longer pause on the

...and Now-

The Ravenswood Model *with*

ELECTRIC ALARM

at $12.50



THE MODERN BEDROOM CLOCK

A NEW all-electric alarm clock that requires no winding, no regulating, no oiling or any other attention. Like all other Hammond Models, there is no regular clock works in this alarm clock—it does not tick . . . an ideal bedroom timepiece.

The case is seven inches high of bakelite in rich brown, dial is 3½ inches in diameter of spun silver finish with clear black numerals. Retail price is $12.50 . . . keystone list, $15.50.

The alarm is set at the desired time once and a flip of the switch at bedtime is the only requirement. The buzzer signal continues to sound for about forty minutes unless shut off.

ANOTHER addition to the Hammond line—by popular request and in line with the Hammond policy of offering salable models to the public.

Alarm clocks are popular items in clock sales, and now that an electric alarm is presented having all the features of the Hammond line, the entire field of electric clocks will become more popular. Consider this and get acquainted with this high profit item. See your jobber or mail the coupon below for details on the Hammond line of synchronous electric clocks.

The Hammond Clock Company, K-5
4115 Ravenswood Avenue, Chicago, Ill.

Gentlemen: Send me complete information.

Name.....

Address.....

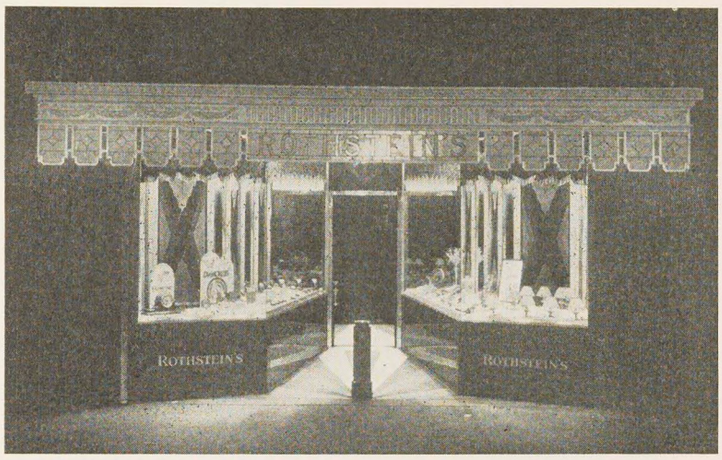
.....

HAMMOND

ELECTRIC CLOCKS

sidewalk to admire the displays for the jostling crowds soon remind them to move on.

The desires of people are constantly changing, and they soon take their loves and affections elsewhere at the slightest slip of the cocksure merchandiser. Then too, chances are that the jeweler who does not keep in step with style and the demands of youth will slowly fade out of the picture without grasping the cue. He may be concerned with trade falling off, but not know the reason.



A sidewalk canopy adds to the effectiveness of this modern jewelry store

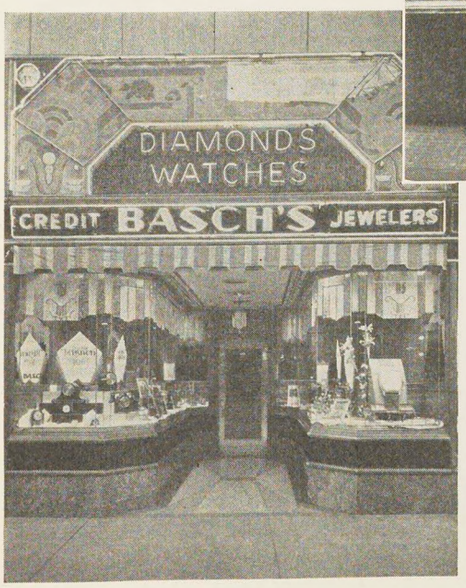
Good store fronts catch the eye and fetching displays bring people in where your salesmen can supply the finishing touches to the work of selling. Good store fronts pull the crowds just as much as good movie fronts and good pictures will bring the business. People are like moths — they constantly seek the light. Those who constitute the endless throngs passing by the stores in the various shopping centers of our cities and towns are all potential buyers, and the law of human averages tells the wide-awake merchant that the value of his store front and his window displays will largely depend upon whether or not they succeed in gaining the attention of this throng and incite buying impulses.

Modern store fronts and bright, colorful windows help to fix the store location more firmly in the minds of those who pass — every one of whom is a potential customer. Good store fronts and bright windows naturally compete successfully with other lines of business and in doing so assure the jeweler of a greater share of the consumer's semi-luxury dollar.

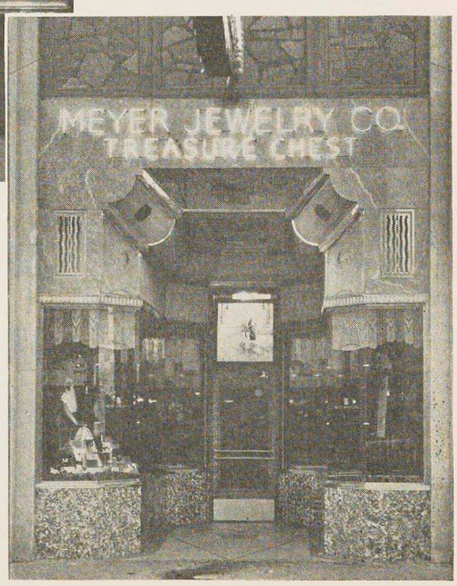
The new ornamental designs now available for store fronts not only enhance the architectural beauty of the store as an artistic frame to set off its distinguishing features—the window displays—but they also help to identify the merchant as being modern and up-to-date.

Smart bronze bulkheads, ornamental transom bars and pilasters, combined with unique methods of embellishing metal, go to form distinctive store fronts which grip the public eye and focus attention on the suggestions thrown out in window displays.

Color and style are the dominant selling appeals today. Thus, naturally enough modern merchandising demands as never before a new kind of stage setting. The most successful jewelry

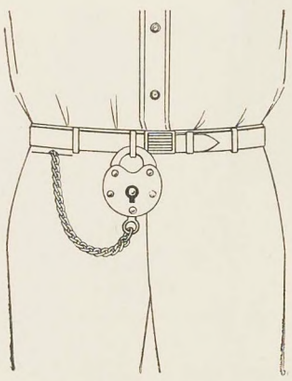


Credit jewelers have been leaders in recognizing the importance of "keeping up a good front." The accompanying illustrations show how three of them have adapted modern store fronts to narrow locations

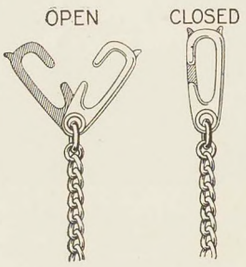


New Models in Challens Secret **PAD-LOCK** Jewelry

The secret (Keyless) PAD-LOCK Jewelry has been the outstanding selling success of the year—the rage and fad everywhere. We are showing some entirely new ideas and combinations, exclusive with us . . . . . .



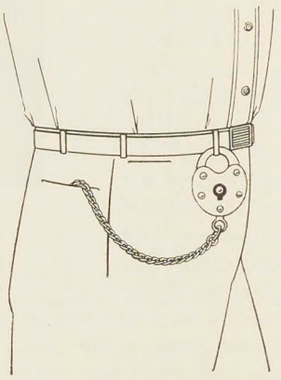
The Challens Secret Pad-Lock Worn on Belt Chain



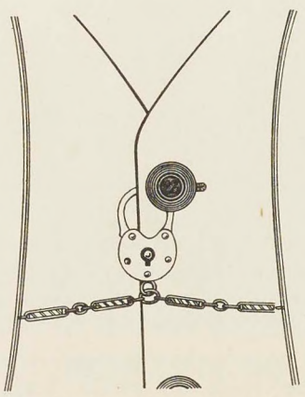
BELT CHAINS and KEY CHAINS with Secret Pad-Lock and Sister Lock . .

(Illustrations greatly enlarged)

Every man will immediately appreciate the great comfort and security of combining the Challens Secret Pad-Lock with a Key or Belt Chain. Instead of swivel or Spring ring these are equipped with the Sister Lock, no springs, postive double lock, easy to operate.

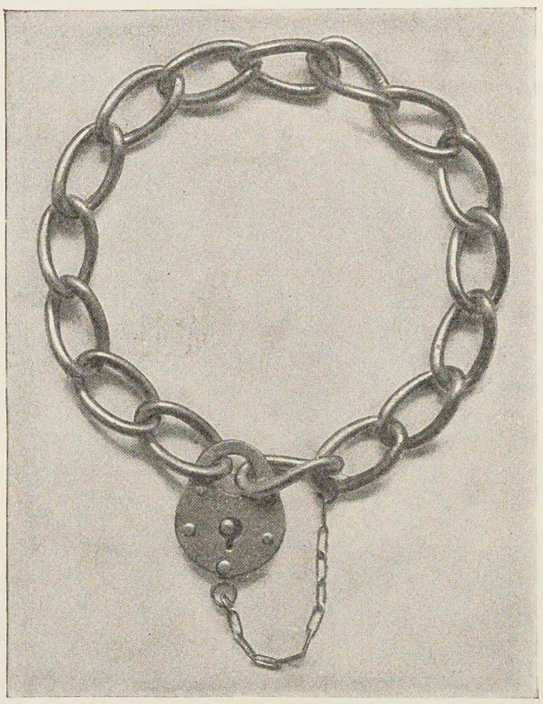


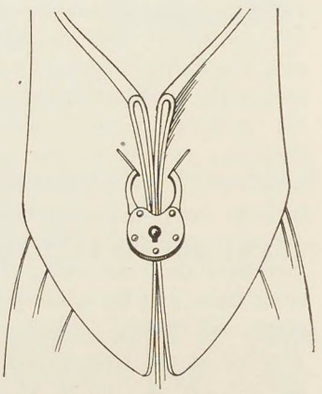
The Challens Secret Pad-Lock Worn on Key Chain



The Challens Secret Pad-Lock Worn on the Vest Chain

CHALLENS Line of Secret Pad-Lock Jewelry is sold through the Wholesale Trade





The Challens Secret Pad-Lock Worn on the Cuff

Write your Wholesaler at once for selection of these Popular numbers

One of our very newest novelties is the LOVE-LINK Bracelet combined with a Challens Secret Pad-Lock and a Guard Chain, illustrated above. Besides the various ways in which the Challens Secret (Keyless) Pad-Lock can be effectively worn, as we have shown here, it is the only Pad-Lock which can be successfully combined with Chokers, Necks, Anklets and many other pieces of jewelry.

MANUFACTURERS: We are supplying these locks to nearly all the prominent manufacturers in Attleboro, North Attleboro, Providence and Newark. Made in raw metal, unfinished. Prices in any quantity on application.

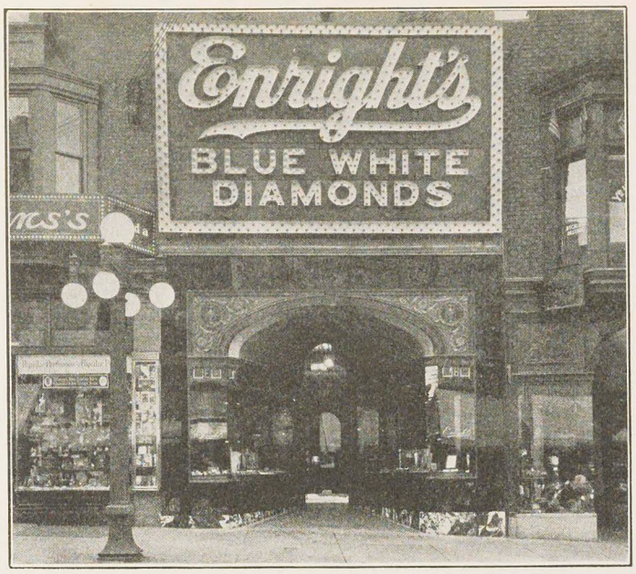
C. H. ALLEN CO.

Makers of the Famous Challens line of Jewelry and Cuff Buttons

ATTLEBORO, MASS.

stores are therefore adopting the new display requirements for style and color merchandising in keeping up with the spirit of these changing times.

Manufacturers keeping step with changing styles in store fronts are today turning out various shapes and sizes to meet each merchant's own peculiar situation. However, they are all designed in keeping with the modern age of speed and are so laid out that they literally act as magnets drawing people to the stores.



In addition to believing in the efficacy of flashing signs, this jeweler recognizes the importance of a store front which leads those who stop to inspect the displays almost unconsciously toward the entrance

One noticeable tendency in store fronts is to have a much greater depth and a shorter front, in recognition of the tendency of people who, when jostled by the passing traffic, will move on without studying the displays to their heart's content. On the other hand, by drawing them into your lobby or aisle displays and by getting them away from the passing crowds, it is not only possible to center their minds on the displays, but also to appeal to their spending proclivities.

A number of illustrations showing various store fronts are herewith presented. Of course, there are others, but the major themes cover the arcade and lobby type and those with the island windows—all in a variety of settings, to the front, in the middle, in the back, right and left, the two entrance front, double island displays, singles, triangular and rectangular, hexagonal, recessing the windows and doors, graduating depth, vestibule predominating and the off-center idea. All are designed to pull the crowds into the store because of the shape of the windows and the roominess of the vestibule.

Even the ceiling of these store fronts is playing an important part in the window display barrage. There is the arched ceiling, somewhat different from the average type and, instead of being elliptical, takes the form of a segment, in the roof of which is a beautifully colored glass panel. Ceilings are well treated frequently in expensive woodwork, while the cresting, consoles and hanging lights add just enough ornamentation to make it distinctive without much additional cost.

There is also the dome treatment for the ceiling, and the ornamental marquise is frequently put to good use in this connection. Among the many architectural designs achieved are graceful arches and plaques applied to the ceiling to overcome the monotony of the large expanse of wall and ceiling, and enriching the latter with decorated beam. The cresting, consoles and hanging lights

A store front which makes it easy for passersby to inspect the displays at their leisure without being jostled by the passing throngs

Friedlander's
Seattle

MODERNIZE for *MODERN BUSINESS*

— — — Successful Jewelers have met jewelry *style* changes with *store* changes. Modern and more efficient equipment has replaced the obsolete. Scientifically planned arrangement of store areas has improved not only the appearance but also the sales-making display.

The natural result is consistently greater sales. Grand Rapids offers you the benefits of 30 years of planning and equipping thousands of stores the country over—hundreds of them highly successful jewelry stores, large and small, new and old. Also the greatest dollar-for-dollar fixture values made, in a sufficiently broad price range as to place Grand Rapids quality and craftsmanship easily within the equipment appropriation of every jeweler.

A comprehensive deferred payment plan of purchase if you wish. Mail the coupon for further information.

— — —

Grand Rapids Store Equipment Corporation, Grand Rapids, Michigan

Gentlemen: Please send further information and literature. Q-J

Name.....

Address.....

City..... *State*.....

GRAND RAPIDS
STORE EQUIPMENT

Executive Offices: Grand Rapids, Mich. Branch offices and Representatives in every territory. Factories: Grand Rapids, Portland, Ore., Baltimore, New York City

store planners, designers and manufacturers of fine store equipment

from the ceiling add just enough ornamentation to make the whole setting distinctive without much additional cost. Ceilings are invariably well-treated to match the rest of the "show" and to form a part of the irresistible picture which is being broadcast to the passing throngs.

Even the vestibule comes in for its share of romance in the modern store front, taking the form of an arcade, permitting prospective customers to promenade at ease without undue interference. Vestibules gradually tapering to the door, floors done in tile, large octagonal vestibules inlaid with composition flooring—all lend an artistic effect to the whole setting.

"It is interesting to watch pedestrians stroll into the lobby and see how unconsciously they are drawn around the whole window space where they study each article carefully," is the way one jeweler puts it. "A good front establishes a good impression before the prospective customer even enters the store. The vestibule is wide and inviting. The displays are attractive. People are lured in quite irresistibly and unconsciously.

"We can conservatively say that our two main windows alone produce $400 worth of business a week. We made a study of our windows and through these displays alone, with the new type of store front, showed an increase of many thousands of dollars in sales over those of the previous year. The arcade type is used, with 157 lineal feet of display space, with approximately fifty feet of windows on the sidewalk line, the arcade lobby and additional display windows being back of the front windows.

"We could get along without advertising, but we could not and would not, try to get along without the windows. We use ensemble trims and have found it so satisfactory that we use them most of the time.

"Experience has likewise shown that when we leave certain particular items of merchandise out of our windows business immediately drops off in those lines. We watch our windows so closely that if a trim does not begin to pull within three hours after it has been installed, we know that something is either wrong with the trim or with the merchandise. If the trim is wrong we correct it. If the merchandise is at fault, we change it. Our sales have steadily increased since we installed our new store front and began to use our windows intelligently and intensively."

ISLAND DISPLAY WINDOWS POPULAR

The island window, or battery of island windows, is fast gaining headway for display purposes. Although lack of space frequently prohibits its use by jewelers. With the unit display system, a small, compact group of merchandise of the same kind can be displayed by itself in one pattern or at one price, or in one color, to put over a more effective sales story in more compact space, and with far better results than when mixed in with a long window display which caters to the customers' attention in a variety of units.

The lobby idea, broad and deep store fronts, with ample window display, is also gaining headway, and much of the store space formerly occupied for interior display and selling purposes is being sacrificed for the purpose of achieving more capacious window displays on the theory that window shopping not only helps to create favorable buying impressions on the public mind, but frequently decides the purchase even before the customer enters the store.

Store fronts and window display settings are also being designed these days with an eye to securing more efficient window trims, by allowing ample space for unit displays and giving the maximum display frontage for this purpose. The design is not only for the purpose of achieving an inviting store front, but also for the remarkable vision the passerby may enjoy from whatever angle the displays are viewed.

GOOD DISPLAYS SELL GOODS

"We were surprised to find that goods which had not moved when displayed in showcases in the store have sold readily when tastefully placed on display in the windows," says another jeweler. "The amount of transient trade which we now get greatly exceeds anything we ever did before. We consider our new store front the best paying investment we have ever made."

Jewelry Salesman Robbed in Savannah, Georgia

Jerome F. May, a jewelry salesman of New York City, was robbed of a case of jewelry valued at $50,000 on the evening of April 11 in a hotel in Savannah, Georgia.

Five men were involved in the robbery, according to the police. Three of them waited in an automobile across the street from the hotel, while two confederates followed Mr. May. When the latter put down his jewel case for a moment to purchase a paper, one of the thieves picked it up and calmly walked out of the hotel with it. At the entrance, he handed it to a confederate, remaining behind to divert attention from his companion.

Then the holder of the case took a taxicab, went two blocks and dismissed it, joining later with his three companions in a yellow roadster in which they made their escape.

Expert Commends Sheaffer and Gruen Advertising

The Glen Buck Company, advertising agents of Chicago, recently published a full page advertisement in the Chicago *Daily Tribune* calling attention to the false and misleading statements and exaggerations which are found in so much of the national advertising of today, but took occasion to commend the advertising done for Sheaffer Pens and Gruen Watches as well as a number of other outstanding concerns in other lines.

In referring to these advertisers, Mr. Buck said that they "have never attempted to shanghai public consideration with a bait of buncombe and they have done thoroughgoing jobs without extravagant expenditures."

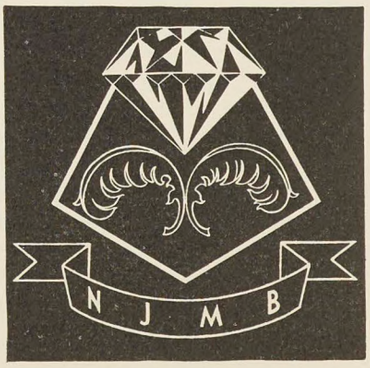
J. J. Ayres

J. J. Ayres, last of a pioneer jewelry family in Keokuk, Iowa, died April 5 after an illness of three years. He was born in Keokuk, October 8, 1859, and, at an early age became associated with the jewelry business of his father, Thomas R. J. Ayres, who had established a store in Keokuk in 1856. Mr. Ayres is survived only by his widow.

HERE IS THE MOST OUTSTANDING IDEA FOR SELLING NEW MERCHANDISE THAT HAS EVER BEEN DEVELOPED FOR THE JEWELRY INDUSTRY.

Ten outstanding manufacturers of national reputation and the country's most progressive wholesalers have joined to help the Retail Jeweler sell the newest ideas and creations in the Jewelry Field.

The National Jewelers' Merchandising Bureau, Inc., 626 S. Clark Street, Chicago, originators of the plan, will be known by this crest which signifies the best in merchandise, sold by the most modern and economical methods.



the Lavender tray

Every retail jeweler who is interested in a plan that will give him the best and most modern merchandise, backed by a sales plan that will keep it constantly moving at a good profit—will want to become the representative of the Lavender Tray in his community. New articles of unquestioned merit, made exclusively for the Lavender Tray, will be available only to such jewelers.

Only one representative in each community. Hundreds of merchants already have asked for the Lavender Tray. First presentation in June.

This plan has received the enthusiastic support of outstanding manufacturers and wholesalers. Write or WIRE either your wholesaler or the National Jewelers' Merchandising Bureau, Inc. for full particulars and privileges offered under the Lavender Tray Plan. It will be wise to act immediately.

National Jewelers' Merchandising Bureau, Inc.

626 South Clark Street
Chicago, Ill.

Washington and Oregon Jewelers Convene

Style Show Features Joint Meeting in Portland

A BRILLIANT style show was a feature of the joint convention of the Oregon and Washington Retail Jewelers' Associations, held in Portland, Oregon, April 13th, 14th and 15th. This attracted widespread public attention and also proved of decided interest to visiting jewelers, approximately 300 of whom were in attendance.

Resolutions adopted pledged continued support to the A. N. R. J. A.; endorsed passage of the Capper-Kelly Bill to legalize price maintenance; supported the move to have duties on precious stones reduced and praised the proposed amendment to the national bankruptcy law sponsored by the National Credit Association. Opposition was expressed to the suggested tariff of 30c per ounce on silver, this being viewed as distinctly harmful to American business. National officers were petitioned to aid Washington and Oregon jewelers in procuring state anti-auction legislation, while both associations went on record as being opposed to banks offering jewelry premiums in an effort to get new business. The National Jewelers' Mutual Fire Insurance Company and the National Jewelers' Publicity Association were given hearty endorsement and the convention also went on record as favoring a tariff rate of $1.50 per thousand feet of soft lumber to protect the principal industries of the Northwest.

Julius S. Zell, Portland, was elected president of the Oregon Retail Jewelers' Association; A. A. Keene, Salem, was re-elected secretary; Seth T. French, Albany; Larry Schade, Medford, and P. T. Bubar, Roseburg, were elected vice-presidents. Carl Greve and Frank A. Heitkemper, of Portland, were made members of the executive committee.

Washington Retail Jewelers' Association officers were elected as follows: J. R. Merrick, Tacoma, who has served as president the past year, was re-elected to the position; Gaston Mock, Monterano, and Clarence Ludwigs, Walla Walla, vice-presidents; Dr. W. L. Hindley, Seattle, re-elected secretary for the eighth time, and A. L. Sartori, Spokane; Frank Barlow, Centralia, and Dwight Benton, Seattle, trustees.

Julius S. Zell extended welcome to the visitors on behalf of the Portland Jewelers' Club. He also stressed the desirability of selling jewelry on the strength of style and sentiment rather than on the basis of price.

"The public should be educated to know that jewelry purchased at a reputable jewelry store has real style value—and that every good jewelry store gift carries the quality of sentiment."

In urging greater trade co-operation, Mr. Zell divided members in any line of business into three general classes. These are: those who unselfishly give of their time and money to forward the cause of the trade in which they are engaged; those who help financially and lend their moral support and a third class comprised of those who merely look on, taking no part in the activities of organization work but who are ready to cash in on any benefits which may be derived from what others accomplish.

After responding to the address of welcome, Robert Thorne of Tacoma, urged support for the manufacturers who are spending large sums in perfecting their products and in creating consumer demand through widespread advertising.

"You will notice," said Mr. Thorne, "that the jewelers who handle high-grade standard merchandise are the ones who come through with colors flying in times of business stress."

Dr. W. J. Hindley, secretary of the Washington Retail Jewelers' Association discussed the Jewelry Trade Association plan and made a strong plea for his hearers to become associated with this nation-wide movement which has, as its purpose, the co-ordinating efforts of the entire jewelry industry.

"This," declared Dr. Hindley, "should prove an effective way of centrallizing industrial programs and making clearer the outlets of distribution through removing obstacles which exist under the old plan of association activities. It rests with you retail jewelers to come into this new organization and restore a balance which is, as yet, too much on the side of the wholesaler and manufacturer. As soon as retail jewelers lend sufficient support, the Jewelry Institute of America will be in a position where it can function successfully."

The A. N. R. J. A. was represented at the gathering by Tinley L. Combs, regional vice-president of Omaha, Nebraska, who outlined the work of that body. Other speakers included Henry E. Hinrichs, Pacific Coast division manager of the Elgin National Watch Company; Harold I. Davis of Tacoma; Leo Weisfield of Seattle, whose topic was, "The Proper Mark-Up"; Stanley A. Pope, manager of time service for the Southern Pacific, Western Pacific and allied railroad companies, who discussed the Horological Institute of America, and B. B. Ehrlichman of Seattle, who spoke on the "Economics of Business Mergers."

The style show, which was held in the Grill Room of the Multnomah Hotel, featured jewelry valued at approximately one million dollars. Delegates to the convention were welcomed by a full page newspaper advertisement sponsored by Portland jewelers.

There were forty entrants in the golf tournament which was a feature of the convention. First prize of a Seth Thomas clock went to George Hankins of Oregon City. Other prize winners included Joe Leibrich, Sam Zaid, K. Falkenberg, Meyer Goodwin, P. M. Malkin, C. W. Trout, Allard Heitkemper, Ed Boring, Leonard Block. Trophies were donated by Seth Thomas Clock Company, Ray F. Parker, Bernard Italie Company, Butterfield Brothers, A. I. Hall & Son, Norris, Alister-Ball-Bridges Company, Sigfried Crohn, Marshall Wells, and M. Sellers. Joe Gilray was chairman of the golf committee.

David Louis Keller

David Louis Keller, 53, jeweler of Fort Worth, Texas, died at his home in that city on April 13. Mr. Keller had been in the business in Fort Worth for twenty years.

Kimberly-Clark Corporation

Manufactures papers of different weights and qualities for use in publishing monthly and weekly magazines, package inserts, booklets, mail-order catalogs, catalog and magazine inserts, broadsides, house organs for black and white and color printing, *as well* as the majority of newspapers publishing rotogravure sections.

Logical

Your customers may rely more upon desire than logical reasoning in making their purchases but they will be influenced by advertising based upon good logic. That is why rotogravure reproductions of good photographs are so effective for jewelers. From such an advertisement, the prospect gets exactly the impression of your ware that he or she must have if desire is to be created. That's logical. That's rotogravure.

THE KEYSTONE

IS THE ONLY PUBLICATION IN THE JEWELRY FIELD THAT IS A MEMBER OF THE

ABC

(Audit Bureau of Circulations)

THE Audit Bureau of Circulations is a disinterested national organization of advertisers, publishers and advertising agencies working together for truthful circulation statements of publications which belong to it.

THE KEYSTONE HAS MORE THAN 11,000 NET PAID CIRCULATION

The Keystone Publishing Company
1505 Race Street, Philadelphia, Pa.

NEW YORK
2 West 45th St.
H. M. Porter, Mgr.

CHICAGO
1200 Heyworth Bldg.
E. A. Stewart
Western Representative

PROVIDENCE
602 Turk's Head Bldg.
H. T. Pierik, Mgr.

"What's the Use of All This Advertising . . . .?"

A Prominent Credit Jeweler Propounds an Interesting Question—and Answers It Even More Interestingly

By RUEL McDANIEL

"WHAT'S the use of all this advertising?" asked the Corrigan Jewelry Company of Houston, Texas, in a recent newspaper advertisement and then proceeded to supply the answer as follows:

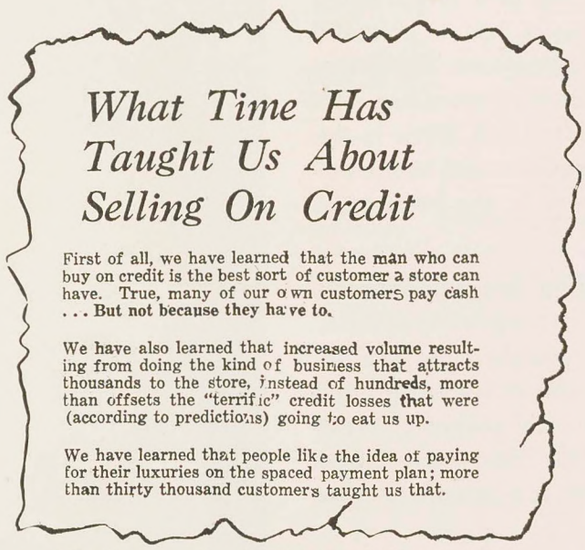
"Do you remember back in the days when the average jewelry store, with the exception of Christmas and June, was so dead a place that you could hear an ant crawling across the floor at high noon?

"And can you remember how the fellow who called himself the proprietor sat humped over a bench in the back part of the store, rubbing his hands together, dreaming happily of those balmy days around Christmas, when again the cash register would be playing the golden-throated music of 'Home, Sweet Home?'

"What a life, what a life! And what an exciting place that sort of store must be! All the rollicking cheer of King Tut's tomb! . . . We don't want a store like that. Such suspense would wreck our nervous systems.

"We know that we have a store full of the best jewelry, watches and silverware that can be had; we know that in many cases we have things to show you that you cannot get elsewhere in Houston; we know that in every article we sell we are giving you as much for your money as we expect for ours.

"*But a lot of good it does us to know these things unless you know them, too. That's the 'why' of all this advertising.*"


What Time Has Taught Us About Selling On Credit
First of all, we have learned that the man who can buy on credit is the best sort of customer a store can have. True, many of our own customers pay cash . . . But not because they have to.
We have also learned that increased volume resulting from doing the kind of business that attracts thousands to the store, instead of hundreds, more than offsets the "terrific" credit losses that were (according to predictions) going to eat us up.
We have learned that people like the idea of paying for their luxuries on the spaced payment plan; more than thirty thousand customers taught us that.

The Corrigan Jewelry Company believes in placing its cards squarely on the table when advertising for instalment buyers. The above paragraph is but a portion of a larger newspaper advertisement

REDUCING CREDIT LOSSES THROUGH ADVERTISING

HOWEVER, there's another and equally important "why" to the sort of distinctive credit advertisement that the Corrigan Jewelry Company is doing. This concern, one of the pioneers in Texas to sell jewelry on credit, loses considerably less than one-half of one per cent of its credit volume in bad debts. Yet there is no noticeable loss of business through turning down credit applications regularly presented. An outstanding reason for this desirable condition is to be found in the fact that this concern believes the time to start weeding out accounts which produce unfavorable credit loss records is when its advertising is being planned.

"No doubt we accept as high a percentage of the business offered us as any worth while credit jewelry store in this section of the country," declares Paul Terhune, advertising manager of the firm. "We realize that there is such a thing as too low a credit loss but we do not believe that this situation applies to us, for the reason that we do not turn down a high percentage of business.

"The reason our losses are exceptionally low—and this is accomplished without turning down a high percentage of applications—is because we start our weeding out process when we write our credit advertisements. We tone our advertising copy in such a way that it does not appeal to the type of customer we do not want. It weeds out undesirable credit customers before they become applicants for credit."

This concern's advertising is unique in both appearance and tone. The average newspaper advertisement occupies about quarter page space and it invariably dominates the page on which it appears. The domination is brought about through the use of certain factors which give the space the opposite appearance to that of the average newspaper advertisement. It is radically different from most credit jewelry copy.

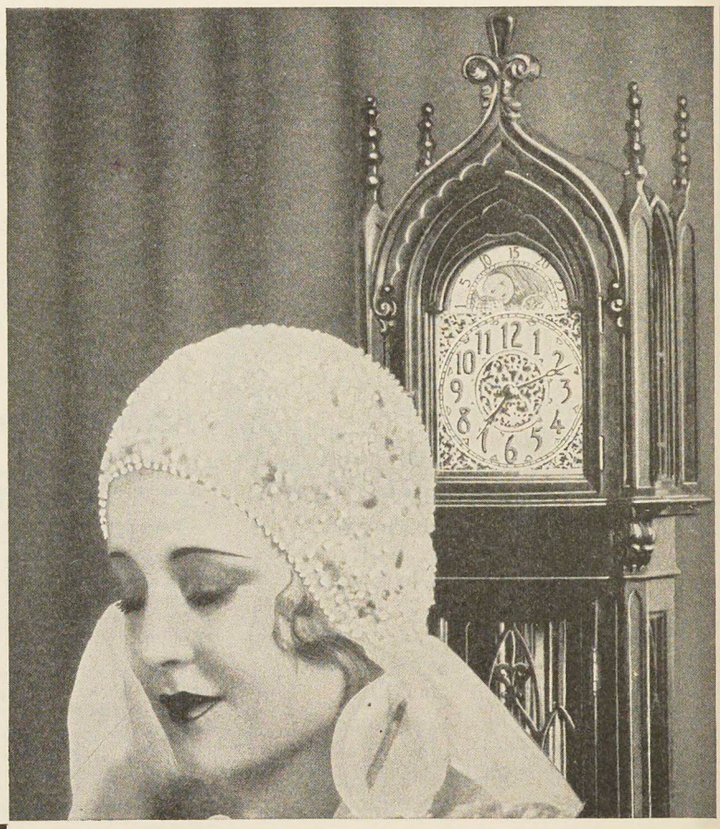
A large amount of white space sets off the advertisement at once. The lack of typical jewelry illustrations gives it further distinction. Many Corrigan credit

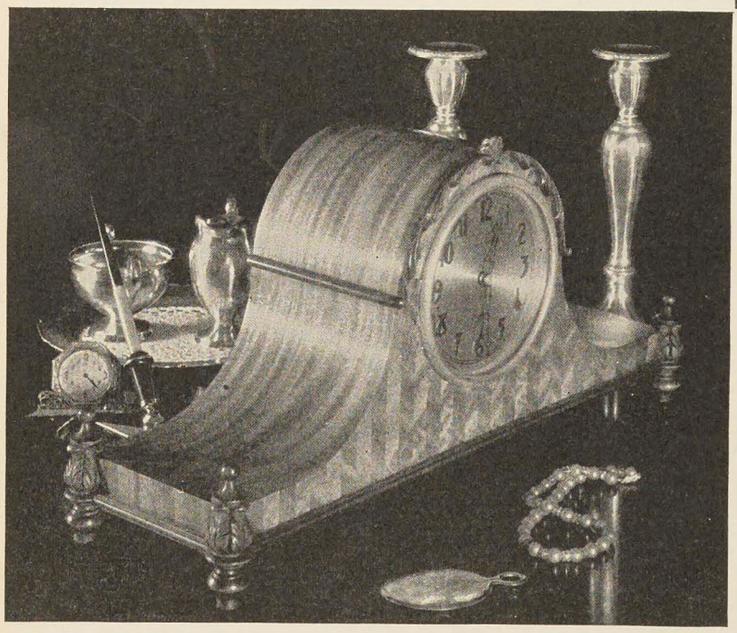
What an Opportunity for the JEWELER

"Here comes the bride" and a brisk, busy season of selling. Gifts are wanted—and bought. Millions are spent. And, with every other wide-awake merchant, the jeweler enters the battle for trade.

He has many articles to offer, but in a fine chiming clock, electrically wound, the jeweler has a powerful leader. No gift could be more appropriate. And, when it is a Herschede Clock, no gift could be more beautiful or distinctive. For a truly outstanding gift, there is the Herschede Floor Clock. For an exquisite and long cherished but more limited gift, there is the Herschede Mantel Clock.

The public, today, is demanding fine appearance, good taste, correct style—nothing else will do. Herschede has built clocks to expressly meet this demand. In favored period styles, with richly etched and inlaid dials and with the deep musical chimes of Westminster, Canterbury and Whittington, Herschede Clocks are building sales and profits for jewelers—the country over.





Of course, Herschede Clocks are accurate and reliable. The precision of the movement goes hand in hand with the superb artistry of appearance and tone.

In every detail, Herschede Clocks are gauged to meet modern wants—modern tastes. And backing up this intrinsic value is Herschede co-operation. An unusual, direct mail advertising campaign is ready to go to work for you—to bring customers to your store, to create good will. Write for particulars.

The Herschede Hall Clock Company
McMillan Street and Essex Place
Cincinnati, Ohio

VISIT OUR NEW YORK DISPLAY

You are cordially invited to see our displays of Herschede Clocks—both electrically and spring wound—at 37 W. 47th St., New York City and at the factory in Cincinnati.

West Coast Representatives: A. I. HALL & SON, San Francisco - Los Angeles - Seattle

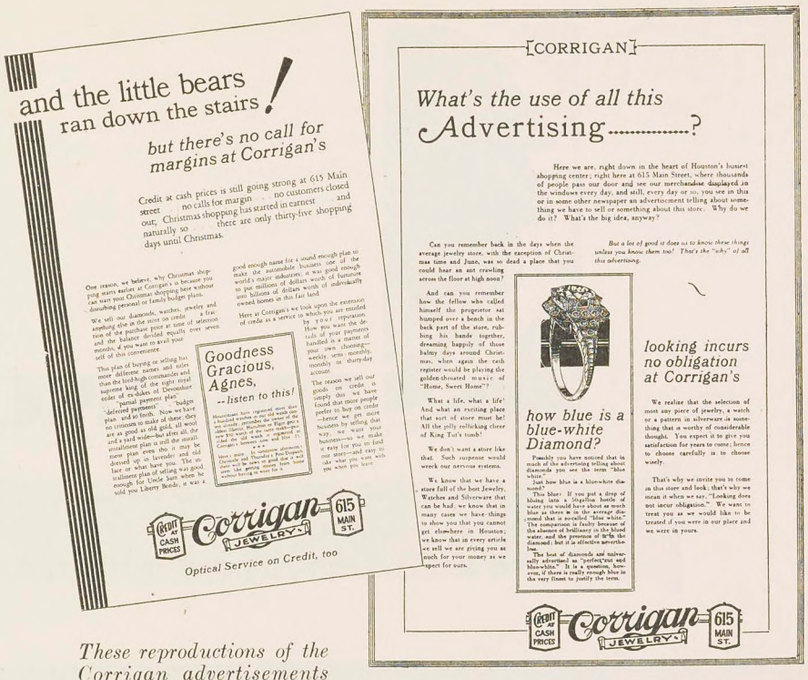
HERSCHEDE

. . . . . ELECTRICALLY WOUND CHIMING CLOCKS

advertisements bear no pictures whatsoever. However, they invariably dominate the page, because of the novel headlines and the liberal use of white space and border lines. No advertisement is burdened with illustrative material. In copy that is illustrated, there seldom is more than one cut. Generally, this is small and run in a "box" as a means of featuring something of special interest or appeal.

The company features neither prices nor terms. Practically all of its advertising is institutional. Nevertheless, it is sufficiently timely and "breezy" to carry exceptional reader interest. This has been proved time and again by the response to specific suggestions made in the copy.

Yet there is no hint of "snobbishness" in Corrigan advertisements. They talk every-day language and appeal to men and women who need the help of instalment credit in the purchase of jewelry. The copy, however, is of such a type that it discourages, without saying so, the "ten cents down and ten cents a week" customer.


and the little bears ran down the stairs!

but there's no call for margins at Corrigan's

Credit at cash prices is still going strong at 615 Main street — no customers closed out, no calls for margin — Christmas shopping has started in earnest and naturally so — there are only thirty-five shopping days until Christmas.

Goodness Gracious, Agnes, --listen to this!

Corrigan JEWELRY — Cash Prices — 615 Main St.

Optical Service on Credit, too

[CORRIGAN]

What's the use of all this Advertising.....?

how blue is a blue-white Diamond?

looking incurs no obligation at Corrigan's

Corrigan JEWELRY — Cash Prices — 615 Main St.

These reproductions of the Corrigan advertisements mentioned in the accompanying article show how this jeweler attracts attention without numerous illustrations and the price ballyhoo too often found in efforts to attract the instalment buyer

"We don't appeal to that type of business, not because we feel that we are above it, but because we do not think that it belongs with us," explains Mr. Terhune. "We aim to attract the working man and woman, yes—but we want the banker and professional man, too. To get the latter class into our store, we must be careful not to appeal too much to the shop girl who wishes to spend her dimes for instalment jewelry.

"We find that a man's position in the community and his income have little to do with whether or not he is an instalment buyer prospect. More and more people are coming to operate on a budget basis. This means that they have comparatively little cash on hand, even though they may have a large income. In that case, they need instalment buying privileges the same as the small-salaried man or woman. Numbered among our deferred payment customers are some of the most prominent men in the city. We know that if we were not careful about our advertising appeals we would not secure such accounts."

SEVEN-MONTH TIME LIMIT ON ACCOUNTS

AN outstanding factor in the Corrigan plan of selling on credit is its rule of extending payments over a period of not more than seven months. This automatically eliminates much of the proffered business which would not fit in with the firm's policy of appealing to the higher type of credit customer.

A typical advertisement of the distinctive Corrigan style, featuring credit, appeared during the terrific fluctuation of the stock market last Fall. It bore this heading:

"AND THE LITTLE BEARS
RAN DOWN THE STAIRS!
But there's no Call for
Margins at Corrigan's."

Following an introductory paragraph which tied in with the stock market heading, the advertisement explained the company's credit merchandising policy with this copy:

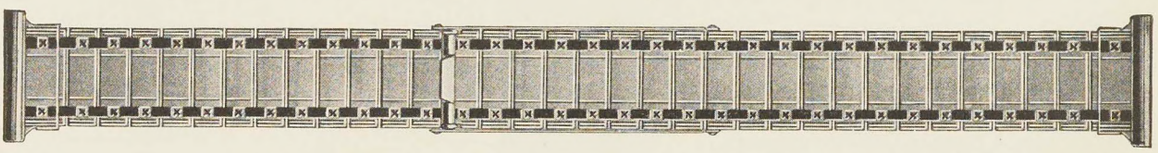
. . . "We sell our diamonds, watches, jewelry and anything else in the store on credit . . . a fraction of the purchase price at time of selection and the balance divided equally over seven months, if you want to avail yourself of this convenience.

"This plan of buying or selling has more different names and titles than the lord-high commander and supreme king of the right royal order of ex-dukes of Devonshire . . . partial payment plan . . . deferred payments . . . budget plan, and so forth. Now we have no criticism to make of these. They are as good as old gold, all wool and a yard wide—but after all, the instalment plan is still the instalment plan even though it may be dressed up in lavender and old lace or what have you. The instalment plan of selling was good enough for Uncle Sam when he sold you Liberty Bonds; it was a good enough name for a sound enough plan to make the automobile business one of the world's major industries; it was good enough to put millions of dollars worth of furniture into billions of dollars worth of individually owned homes in this fair land.

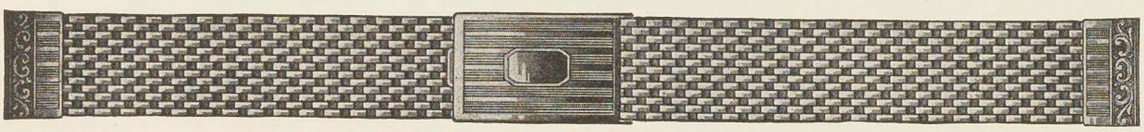
"Here at Corrigan's we look upon the extension of credit as a service to which you are entitled by your reputation. How you want the details of your payments handled is a matter of your own choosing—

AUTOMATIC

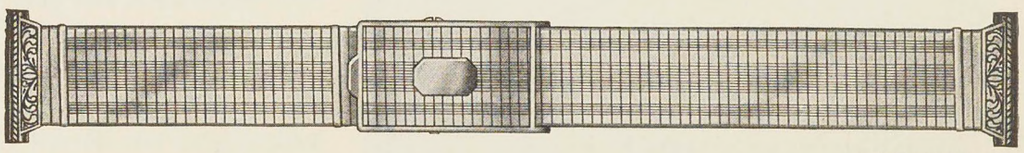
DISTINCTIVE



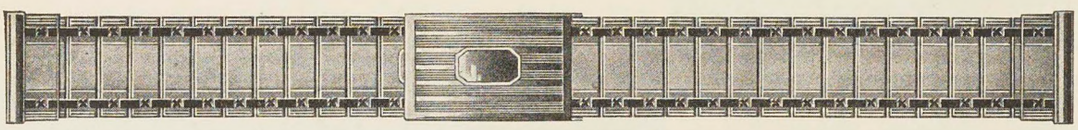
"BOURBON"



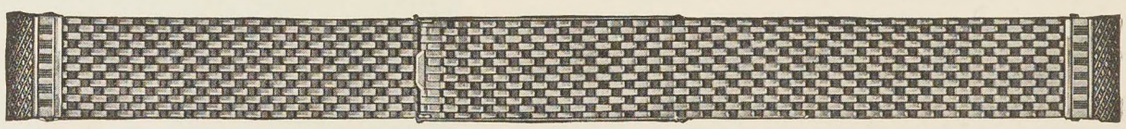
"ROMAN"



"DELMO"



"COSMOS"



"PARAMO"

"Distinctive" well describes these latest AUTOMATIC Watch Bracelets which in design, workmanship, and materials used are products that are strikingly unique, and not to be found elsewhere.

Sold Only Thru Wholesalers

AUTOMATIC GOLD CHAIN CO.

70 Ship Street

PROVIDENCE ◆ RHODE ISLAND

weekly, semi-monthly, monthly or thirty-day account.

"The reason we sell our goods on credit is simply this: we have found that more people prefer to buy on credit—hence we get more business by selling that way. We want your business—so we make it easy for you to find our store—and easy to take what you want with you when you leave."

Although this particular advertisement was four columns wide and extended more than half the height of the newspaper page, it contained no illustrative matter whatever. Yet it easily dominated the page. The novel heading, the heavy use of white space and a novelty border did it. This is typical of the average Corrigan ad layout and the copy is typical of the appeal the firm makes to credit customers—copy which works for the credit department by eliminating unfavorable applications for credit before they are made.

Points to Remember When Collecting by Telegraph

By ELTON J. BUCKLEY, *Attorney*

A RECENT letter from a reader of these articles brings up an interesting question with regard to the use of the telegram as a collection medium.

"It seems to be the custom of many wholesalers and manufacturers to send telegrams to retailers as their principal method of making collections," he writes. "It looks to me as though their main purpose is to embarrass the creditor because the local employes of telegraph companies handle the messages and become familiar with what they contain. This, in my opinion, is advertising a debt, to a certain extent at least. Is the fact that employes are supposed to keep the company's business private, sufficient protection to the sender in this connection, or would he be liable for damages?"

This correspondent probably has in mind that the collection of debts through the United States mails is illegal, provided it is done in a public way, as by writing on the envelope or on a postal. The act forbids the exposure on mail matter, of anything of a "libelous, scurrilous, defamatory or threatening character." The offense is punishable by a fine up to $5000.

Under this, postal card duns are illegal, and so is the mailing of letters which bear on the envelope anything clearly indicating that the letter is a dun.

Dunning by telegraph is a totally different thing. There is no law against that, and I know it is being done more and more all the time, because it carries with it a certain pressure and insistence which often has great effect upon debtors. There being no law against it, it is to be judged by the law of libel. If libelous, it is illegal on that ground. Is it libelous? It might be or it might not be.

In a civil suit for libel the truth of the charge, or the insinuation, is a good defense. For instance, if A owes me a debt, and admits he owes it, I am wholly within my rights if I wire a request for a check, provided I do it in a decent and respectable manner.

I know of one creditor who got into trouble by wiring this: "If you don't want me to think you a dead beat, you will send check for my account by the 10th sure." This went beyond the legal proprieties, and was clearly libelous. But any such message as "Please send check our account at once," or " Check not received. Must have it by 1st," or even "If check your account not received by 1st will place in attorney's hands," are not libelous, if the debt is actually a true one.

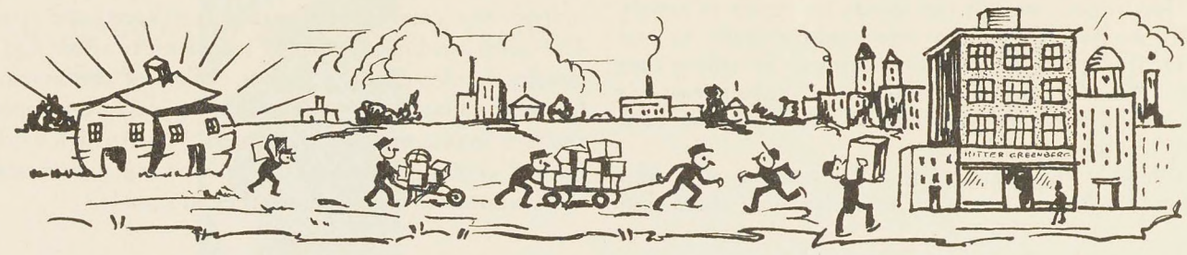
If the debt is not owed it is a different matter. Undoubtedly such messages would be libelous in that event, if the matter were published. There are two ends to libel. First the matter must be essentially libelous, and in writing, and secondly, it must be published. You can call a man all the unprintable epithets in your vocabulary, none of which he deserves in the least, but if you write them with a pen or type them yourself and deliver the letter by hand, you commit no crime. Although morally libelous, it is not legally so, because there was no publication. Nobody saw it except yourself and him.

But suppose you dictated this stuff to a stenographer. That has been held to be publication in some cases. The same would be true of giving a dunning message to a telegraph operator. There is publication there and so would there be when another operator at the receiving end had to handle it. But remember that before the publication end of it would do you any good, the matter must be libelous, and it is not libelous to request payment (respectfully) of a debt that is admittedly due.

(*Copyright by the Author*)

J. H. Mednikow in Auto Accident

J. H. Mednikow, head of the wholesale jewelry firm of J. H. Mednikow & Co., Memphis, Tennessee, was injured on April 5 when the automobile in which he and Mrs. Mednikow were riding skidded on loose gravel and crashed into an embankment near Russellville, Arkansas. The jeweler was thrown through the windshield, received cuts about the head, severe body bruises and a broken rib. He was taken to a hospital in Russellville where he was confined several days before returning to his home at 1908 Peabody avenue, Memphis. Mrs. Mednikow was uninjured.



THE OLD HOME HAD BECOME TOO SMALL

— SO —

ON APRIL 1ST. WE MOVED TO LARGER QUARTERS

In the Heart of the Wholesale District

It is particularly significant that at this time, when many wholesale jewelers are taking things easy, we have been forced to move to larger quarters. Granted —that this was not caused by an overnight growth. It was, instead, a natural, healthy development of the business over a period of time that finally forced us to recognize the necessity for more space.

As the patronage of our many friends was the cause of our moving we sought a location that would be most convenient for them. We, therefore, selected the Dobson Building, 811-15 Chestnut Street, where we now occupy the entire second floor. We cordially invite your inspection of our new show room and spring and summer merchandise.

RITTER - GREENBERG CO., Inc.

WHOLESALE JEWELRY AND NOVELTIES

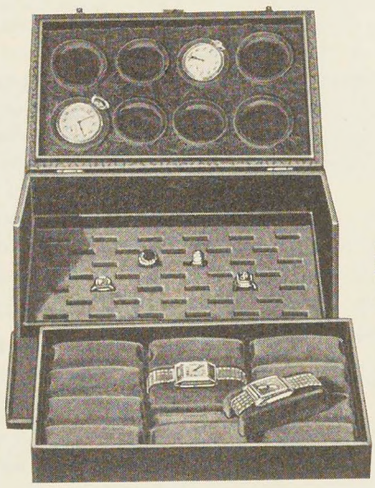
Entire Second Floor, Dobson Bldg.

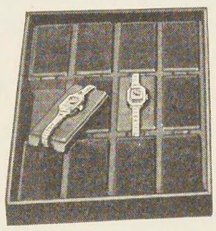
811-815 CHESTNUT ST. PHILADELPHIA, PA.

Profitable Business Can Be Had By Using

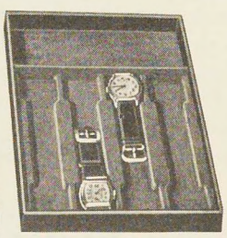
WESTRAY INSTALLMENT CASES

Above No. 386 Closed
Right—Opened





Gun Metal Finished Hardware
Safety Lock Catch
Strong Leather Handle



This style case is made in three sizes. Lined in Black or Military Blue Velvet. Covered in Leather or DuPont Imitation Leather

CREDIT JEWELERS: See that your men are properly equipped. Jewelry well displayed is half sold. Increase your sales with Westray Cases and Show Case Trays

If Your Jobber Can't Supply You, Write Direct For Catalog and Prices

WESTERN TRAY & CASE COMPANY

ESTABLISHED 1864

423-429 Plum St. CINCINNATI, Ohio

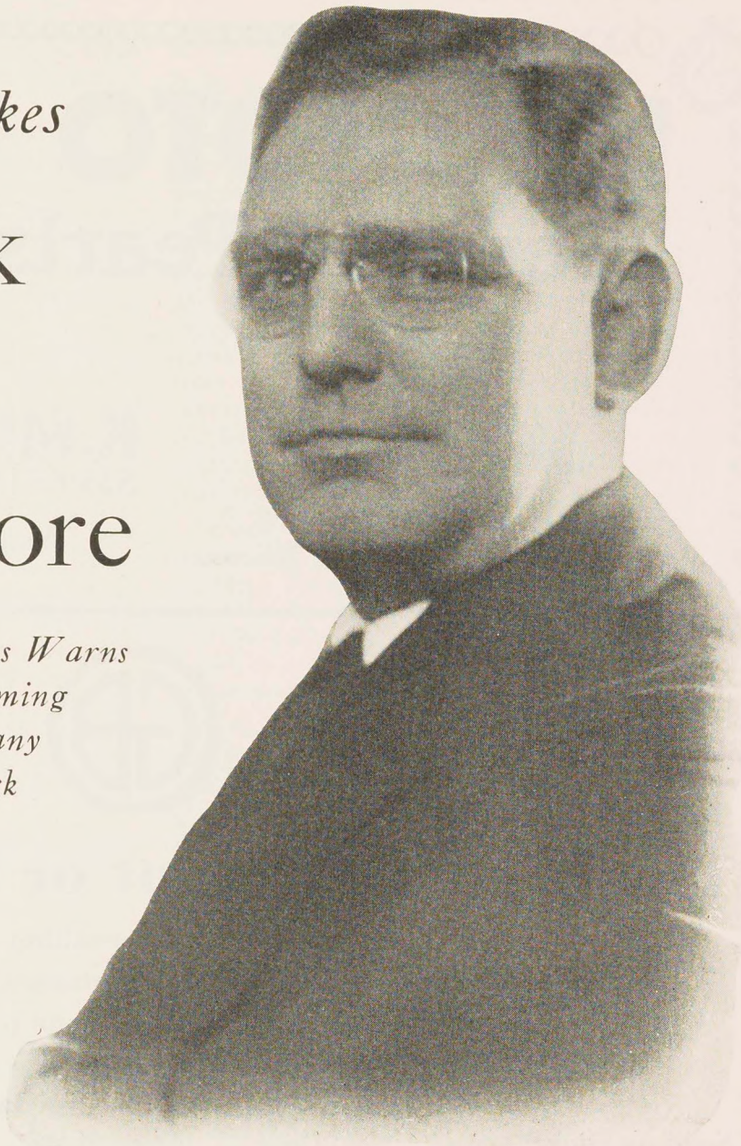
Dr. Hess Takes

A Look

at the

Credit Store

Prominent Student of Business Warns Merchants Against Becoming too Involved in the Many Details of Their Work



Dr. Herbert W. Hess, head of the Wharton School of the University of Pennsylvania

MAKE a real effort to develop the administrative point of view, Dr. Herbert W. Hess, head of the Wharton School of the University of Pennsylvania, told members of the Philadelphia Credit Jewelers' Association, at a meeting held Tuesday evening, April 15. He added that it is up to present day managers to rise above any single department of their business and view their organization in its entirety if they are to conduct it efficiently.

"Every business man should stand off and look at himself with regard to the general scheme of things, in an effort to find out just what his place is. Then he should seek to fill this to best advantage," declared Dr. Hess. He also said that no executive with the real administrative point of view should do what he can get others to do for him. Those who do this will stunt their business growth. You must learn to designate authority and then apply yourself to the job that hasn't been done, said the speaker.

Dr. Hess also warned credit jewelers against thinking in terms of statistics rather than sales, ignoring the fact that sales are what make statistics. A business genius, he said, is one who makes statistics—not the man who confines himself to them. He added that many men are good executives as far as policies which have been decided upon are concerned, but fail to grasp the true administrative point of view in formulating new ones.

Dr. Hess laid particular emphasis on the importance of having the right sort of people behind the sales counters of the stores.

"The doer—the man behind the counter—is not the least important man on the store staff by any means," he said. "To those who come into the store he is the mouthpiece of the administrative end of the business. He is the man who 'carries through' on the store policies with relation to what appeals to the public—and it is up to him to be just as efficient as it is for the administrator to be efficient in formulating the policies. One of the most pitiable conditions of business, even in this enlightened day and age, is lack of real sales initiative on the part of those behind the counter."

Dealing with the present era of over-production, Dr. Hess stressed the desirability of selling jewelry on credit as long as this is done on a sound ethical business. He warned against selling credit rather than merchandise

MIKIMOTO PEARLS

Genuine Pearls Cultured

Head Office:
GINZA, TOKIO

Branches:
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OSAKA—4 CHOME KORAIBASHI
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PARIS—7-9 BOULEVARD HAUSSMANN

Pearl Culture Farms:
GOKASHO BAY AND AGO BAY, MIEKEN
OMURA BAY, NAGASAKIKEN
ISHIGAKJMIA, RIUKIU, JAPAN
NANAO BAY, ISHIKAWAKEN PALAO ISLAND

The Right to Accept or Reject Is Yours

You risk nothing
Send your old Gold, Silver, Platinum direct to the refiner
Our check for the *full* value of your package by return mail
If our check falls short of your estimate return it
Your package will be sent back at once.

Send us your:

Old Gold	Filled Cases	American Watches
Silver	Plated Scrap	Movements
Platinum	Optical Scrap	Obsolete Patterns

Goldsmith Bros. Smelting & Refining Co.

(Established 1867)

29 E. Madison Street, Chicago
21 Wilton Square, Toronto
74 W. 46th Street, New York

BOOKS How other men have overcome the problems that bother you is recorded on the pages of numerous books obtainable of our Book Department. Send for book list. You will find many of interest and help to you.

THE KEYSTONE PUBLISHING COMPANY

P. O. Box 1424 PHILADELPHIA Schaff Building

and told his hearers to sell in terms of the family budget—to show prospects how their policies adapt themselves to the customer's income—an income which is all too meagre in view of the many desires which have been created by modern advertising.

He said: "Advertising was formerly a force designed to overcome buying inertia. It has done this work and done it well. People now have a desire to make purchases far beyond their financial ability. And that is why we have instalment selling. Two billions of dollars will be spent on advertising this year and this means that the instalment man's opportunity is even greater than before."

In the opinion of the speaker, the widespread use of the word "credit" in connection with a certain class of jewelry stores is unfortunate, inasmuch as it savors of turning down applicants, or investigating them to an embarrassing extent. He said that too many credit jewelers sell from the monetary point of view as though people literally have to buy jewelry and that their store is the place they can get it to best advantage. People do not have to buy jewelry, he added, and in credit selling as in any other kind of merchandising, emphasis should be placed on the desirability of the goods and their quality. People of today want what they want when they want it—and if the business structure permits, they are going to get it. Consequently, the jeweler must merchandise in a way designed to make them want jewelry more than they want the many other types of goods which are being brought forcibly to their attention through advertising.

One negative criticism was brought against credit jewelry selling by the speaker when he condemned continued use of the word "free" in jewelry selling. He argued that this is down-grading the business, for the simple reason that everything in business has a right to a profit—a fact which is fast becoming generally realized.

With regard to the present situation as brought on by price-cutting, Dr. Hess was most emphatic in urging that business in general should govern itself more intelligently and in a more sportsmanlike manner. Sports are away ahead of business in this connection, he said. Every game is governed by a well-defined set of rules, and the result is that, for the most part, our athletics are clean, open and above-board and competition of the desirable sort is unrestricted. On the other hand, it was cited as a sad commentary on American business that the price problem cannot be straightened out once and for all so that real progress can be made on the upgrading road without the tremendous burden of the present handicap.

"Under the present condition," declared Dr. Hess, "things will get worse and worse with regard to price slashing. Matters will become more involved and competition will become more and more unethical until at last the right-thinking, straight-shooting, forward-looking men in all lines will arise in a body and forcefully insist that the proper rules of the game be adopted."

In closing, he urged his hearers to get away from the idea that they are just credit jewelers. He showed how they should consider themselves part and parcel of a great industry dealing with the finest of human emotions and adding a material contribution to the happiness of people at large.

A Time-Saving Method for Filing Advertisements

This Texas Jewelry Firm Simplifies the Keeping of Old Advertisements by Having Small Photostat Copies Made

FIND the "paste-pot and scrap-book" method of maintaining a record of advertisements tedious and unsatisfactory? If so, the system used by Corrigan, Inc., pioneer jewelry firm of Houston, Texas, may hold a worth while suggestion.

This firm has made arrangements with a photostat concern by which the latter clips each of the store's advertisements and makes a photostat copy of it at once. Within a few days after the appearance of the advertisement, the finished copy arrives at the jewelry store where it is filed easily and permanently.

Each advertisement, regardless of its original size, is reduced or enlarged to cover a standard photostat sheet. This sheet is about 10 inches wide and 12 inches high and fits easily into a looseleaf binder. The copy is reproduced on paper similar to that used by photographers in making prints from negatives and therefore has ample body and stiffness for future use.

Each photostat is perforated at the edge so that it fits into the ring binder used for the purpose. Each piece is dated and filed in its regular order. One binder will hold a complete record of a year's advertising.

To place an advertisement thus reproduced into the file is but a moment's job, explains Paul B. Terhune, advertising manager of the company. With each piece neatly filed, there is no time lost in checking back over past advertisements; and turning through the file does not damage or deface any of the units, for the reason that the photostat gives them ample body to withstand extensive handling.

The photostat concern makes a favorable rate for this work because a year's contract enables it to pick up the advertisements and reproduce them during dull moments in the shop. The photostat work costs the jewelry store only fifteen cents per page—a small sum in comparison to the time the plan saves the advertising department and the advantage of neatness and compactness afforded by the system.

SKYLINE

Newest Design in TUDOR PLATE

Advertised to

26,000,000 People

Available for Immediate Delivery

at

HURLBURT'S

Philadelphia's Headquarters for Silver

26,000,000, that's a good many people, yet the new Tudor Plate message is being driven home to that many prospects. Full pages in color in the Sunday Magazine Section of seventeen metropolitan newspapers reach more than 6,000,000 homes, and the national magazines being used total 20,000,000 circulation. Add to this the prestige of Community Plate, the appealing design of Skyline and the selling story of "Full dozens for the money you expected would only buy half dozens" and every wide-awake jeweler will realize the advantages of stocking and displaying this new pattern.

Choose a source of supply that can furnish you the necessary fill in pieces immediately. Place your initial order with Hurlburt's and be assured of a stock that you can call upon at any time for any pieces you may need in a hurry.

Make use of the dealer helps offered by Community Plate. The story of Skyline is dramatized in a series of chests and trays—display material and newspaper advertisements that tie in directly with the messages to the 26,000,000.

H. O. HURLBURT & SONS

ESTABLISHED 1814

817 Chestnut Street, Philadelphia, Pa.

THE · HOME · OF · FAMOUS · AMERICAN · WATCHES

Here and There With the Credit Jewelers

Chicago Credit Jewelers Plan for Next Year's Convention

Twenty-two of the twenty-seven members of the Credit Jewelers' Association of Chicago were present at the monthly meeting and dinner held at the Palmer House on April 7.

Chas. F. Baumrucker, president of the Association, was made chairman of the committee in charge of the fifth annual convention of the National Association of Credit Jewelers which will be held in Chicago in March, 1931. The entire Chicago association will serve as a convention committee.

A resolution was passed to send a letter to all exhibitors at the 1930 Convention in Philadelphia, inviting constructive criticism as well as suggestions for making the 1931 convention bigger and better. It is also the intention of this committee to invite the trade journals to become affiliated with their committee.

The balance of the evening was spent in discussing the formation of a collection agency.

Rotbart Bros. Open Fourth Store

Saturday, April 19, was the opening date of the fourth store of Rotbart Bros., credit jewelers of Cleveland, Ohio. The new store is at 4183 Pearl road near Broadview avenue, Cleveland, and the manager is Charles B. Baroff, who was formerly with Community Jewelers, Inc. of Lorain, Ohio.

The business will be conducted along the same lines as other Rotbart stores, and is equipped with the same modernistic walnut fixtures and store front.

Souvenirs were given to all attending the store on the opening day, ten account-opening specials being featured.

L. B. Marx is general manager of Rotbart Bros. This concern uses as its slogan, "Your Credit Is Good—Just Bring an Honest Face."

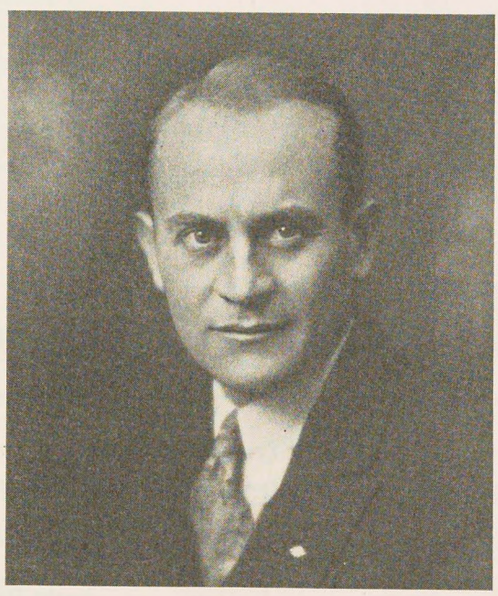
Brooklyn Jewelers Discuss Credit Selling

Most of the monthly meeting of the Brooklyn Retail Jewelers' Association on the evening of April 10 was devoted to discussion of the merits and demerits of selling jewelry on deferred payments. Morris Geller, adviser to several instalment merchants, led in the discussion and answered numerous questions. While the jewelers of Brooklyn, who are identified with the local association, are practically all so-called cash jewelers, the open forum on credit selling showed that most of them have given this merchandising method not a little thought. Although methods employed by some credit houses were condemned and criticized by several of those who spoke, the credit system as a whole was felt to have a logical place.

Acting on the suggestion of President Phineas Peters, the Brooklyn Association will distribute special window display cards to encourage the giving of jewelry for Mothers' Day, May 11.

Pugh Heads Pittsburgh Credit Jewelers

Clifford Pugh, of Pugh Brothers Jewelry Co., was elected president of the Pittsburgh Jewelers' Club, at the annual election held early in April. This organization is comprised principally of local instalment jewelers and has a complete membership in the National Association of Credit Jewelers.



CLIFFORD PUGH

At the meeting following the election of officers, it was decided to increase the membership, accepting jewelers within a radius of 100 miles of Pittsburgh.

Leonard D. Helfer, of Helfer Brothers Co., was elected vice-president, with John G. Matthews of Daleth & Matthews, as secretary and treasurer.

Mallove Leases Building in New London

Morris Mallove, well-known jeweler of New London, Connecticut, has leased the building at 48 State street in that city and after making extensive alterations, will occupy it in its entire. The retail store will be housed on the ground floor, while the jewelry repair department, and the wholesale department operated under

Place Your Advertising
in
THE JEWELRY TRADE NEWS
where
EVERY RATED JEWELER AND EVERY DEPARTMENT STORE BUYER WILL SEE IT

THE circulation statement below tells the story clearly to those who are looking for complete coverage of the country's retail jewelry stores. *The Jewelry Trade News* is published every Tuesday—first with the news—and first with the advertiser's message. It has circulation—unique reader interest—and carries regularly the advertising of leading manufacturers and wholesalers in the jewelry and allied industries.

THE JEWELRY TRADE NEWS
'No Quarter' To Smugglers Is Battle Cry
Jewelers Start R. J. T. A. Drive in Kansas City
Senate to Take Up Watch Duty On November 13
Come On, Jewelers

20,624 Copies Every Tuesday

Circulation of
The JEWELRY TRADE NEWS *in Relation to the Number of Rated Jewelers*

No. of Rated Jewelers	DISTRICT	No. Receiving The Jewelry Trade News
2,018	New England	2,018
4,713	Middle Atlantic	4,713
1,406	South Atlantic	1,406
4,712	East No. Central	4,712
705	East So. Central	705
2,747	West No. Central	2,747
1,232	West So. Central	1,232
662	Mountain	662
1,568	Pacific	1,568
28	Alaska and U. S. Possessions	28
17	Canada	17
16	Foreign	16
800	New York City	800
	Copies Delivered Every Tuesday by Messenger	

20,624 COPIES OF THE JEWELRY TRADE NEWS DISTRIBUTED EVERY TUESDAY **20,624**

For further information and rates Write, Wire or Phone The Nearest Office

H. M. PORTER
2 West 45th Street
New York City - Murray Hill 5568

HERMAN T. PIERIK
602 Turk's Head Building
Providence, R. I. - Gaspee 1267

ERNST A. STEWART
1200 Heyworth Building
Chicago, Ill. - Dearborn 5723

THE KEYSTONE PUBLISHING COMPANY
1505 Race Street - Phila., Pa.

the name of the Morris Jewelry Company will occupy the upper floors.

Mr. Mallove also operates stores in Northampton, Massachusetts, and Middletown, Connecticut.

Rhode Island Will Set Up Small Claims Court

Climaxing five years' persistent effort, the Providence Chamber of Commerce and Rhode Island business interests finally secured passage in the Legislature of a measure setting up small claims courts in the State for the speedy adjudication of book accounts involving amounts up to $50.

The Legislation, which is expected to be approved by Governor Norman S. Case, does away with the necessity of trying minute claims cases in the district court, but allows a business house to prosecute its book accounts before a special small claims tribunal where the necessity of being represented by an attorney is waived.

Many business houses, especially those conducted on a credit basis, have been confronted with the necessity of engaging attorneys to press claims which were smaller than the fees charged by the legal advisors. The legislation adopted by the Rhode Island Legislature would permit adjudication of the small claims in the special court at a fee of $1.25.

The measure has met considerable opposition from the legal fraternity. Its final passage, which was without a dissenting vote in either branch, is viewed as a signal victory for the business houses, although the measure was changed from its original form, which required that all small claims be prosecuted in the small claims court, to allow the plaintiff the option of trying his cases through an attorney in the district court.

Brooklyn Store Window Crashed

Busch Kredit Jewelers, 24 Hanover Place, Brooklyn, New York, sustained a heavy loss on April 7, when window smashers crashed their plate glass front and escaped with several trays of diamond jewelry valued at about $20,000. The robbery was committed by five men, one of whom remained at the wheel of an awaiting automobile while the other four smashed the window. The Busch store is located only a short distance from Fulton street, and the noise of passing elevated trains made it impossible for even those in the store to hear the crash. The robbers operated without showing any concern for passers-by on the street and paid no attention to an elderly couple in front of the store and who watched the execution of the robbery.

Elgin Presents Watch to First Player to Hit Home Run

Hack Wilson, the champion home run hitter of the Chicago Cubs, was presented by the Elgin National Watch Company, with a handsome watch, for being the first Chicago player to make a home run. The feat was accomplished when the Cubs played their first Chicago game with the St. Louis Cardinals.

The watch company had previously announced that it would award the hitter of the first home run with this prize, and there was considerable striving on the part of the players to knock the pill over the wall. All failed until "Hack" came to bat in the seventh inning.

Gensler-Lee Company Plans to Buy Stockton, California, Chain

The Gensler-Lee Jewelry Company, chain jewelry store operators with headquarters in San Francisco, have filed notice of its intention of purchasing the holdings of the Simon Jewelry Company, Stockton, California, consisting of three stores in that state.

To Open Oak Park Store in May

Olsen & Ebann, Incorporated, prominent credit jewelers, will open their newest store at 1119 Lake street, Oak Park, Illinois, some time in May. This enterprising firm now operates nineteen branch stores.

Idaho Concern to Remodel

Rudman & Gottberg, credit jewelers of Pocatello, Idaho, are having their jewelry store on West Center street completely remodeled.

Opens Repair Shop in California

A repair shop has been opened in Encinitas, California, by Jesse Campbell.

Offices of N. A. C. J. Moved to Philadelphia

IN order to facilitate handling of the affairs of the association, Executive-secretary J. Frank Newman of the National Association of Credit Jewelers has moved his offices to Philadelphia from Detroit. Mr. Newman's Quaker City address is 301 Rush building, 13 North 13th street where he is in close touch with President Myer Simon.

Neither Mr. Simon nor Mr. Newman is the least bit superstitious about having two "13's" in the address of the association's executive offices. In fact, they're both inclined to accept the growing belief that a baker's dozen is a lucky number and that 1930 will see the N. A. C. J. bigger and better than ever before.

An intensive 90-day membership drive will be one of the first activities of the new regime. Credit jewelers who are interested in becoming affiliated with this growing organization of the leaders in their craft can get complete details by writing to Mr. Newman.

ACT NOW!

•

AMERITH SPECIAL OFFER EXPIRES JUNE 1ST!

•

AMERITH

ALL AT A

SPECIAL PRICE

UNTIL JUNE 1ST ONLY!

Make the most of this exceptional opportunity. Ask your jobber to show you the Amerith 1930 Spring Assortment and display at once! Or write today to Amerith, Inc., 10 East 40th Street, New York, N. Y.

The Spring Gift Season is here! Birthdays, weddings, graduations, all call for presents. You can do a big volume on a small investment by stocking the

AMERITH 1930 SPRING ASSORTMENT

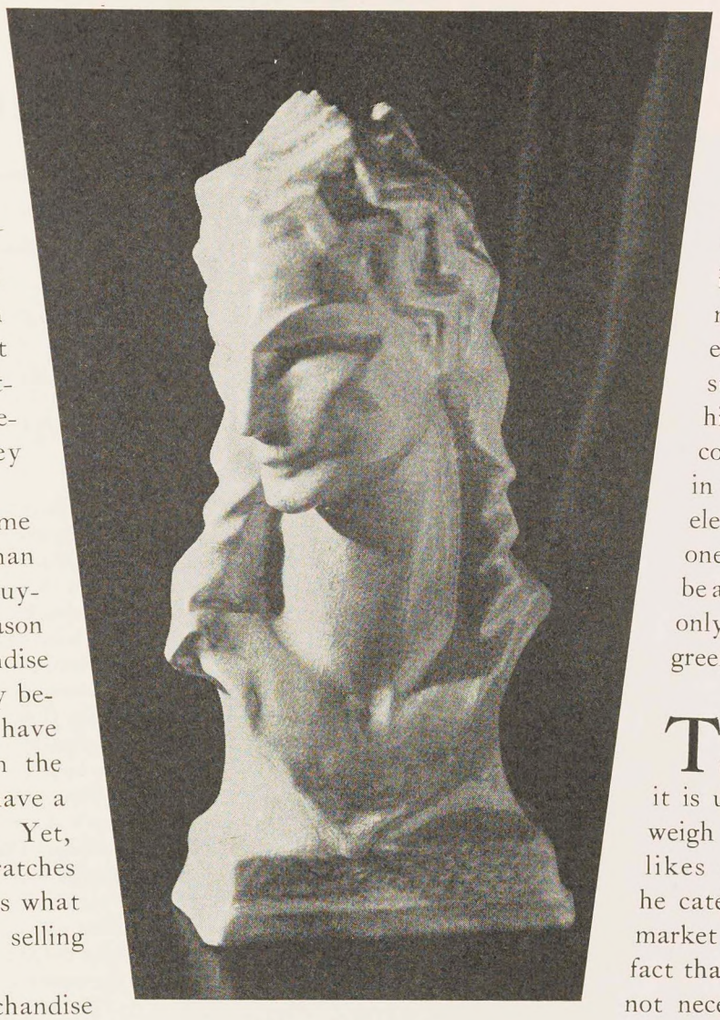
Five beautiful Amerith Toilet Sets, in three- and ten-piece sizes, all styled for 1930 demand. Each set is individually boxed in a well-styled case that increases its value and enhances its beauty.

Amerith Toilet Sets are designed with graceful symmetry, toned to blend with the best-selling colors, priced to give you an unusually good margin of profit.

To help you focus shoppers' interest on these Amerith Sets, we supply you a stunning window display in full color, FREE, with each assortment.

AMERITH Toilet Sets

"In Fashion's New Colors"



Colonial head pottery by Waylande Gregory

Art and Gift Department

EVERY now and then a jeweler will say of some giftwares to be seen on his shelves: "I don't know what's the matter with them. Somehow or other, they don't sell."

And so it goes. Time and again, the salesman gets blamed for the buyer's mistakes. The reason that a lot of merchandise fails to sell is simply because it never should have been bought. From the very start, it didn't have a Chinaman's chance. Yet, the proprietor scratches his head and wonders what is wrong with his selling efforts.

Not all gift merchandise is meant for all stores. One of the requisites of success lies in having a department that is pleasantly different. This cannot be achieved if the goods to be found there are exactly similar to those sold by numerous other stores in the same locality. Again, giftwares which may sell like hot cakes in one store might prove shelf warmers of the worst sort in another. Everything depends on the type of the business, the people to which it caters and, of course, its ability to do a good job in selling really meritorious merchandise.

GIFT buying is not an easy matter. It is essential that the buyer keep in close touch with the markets. Style is an essential factor and styles change rapidly. Novelties come "in" almost overnight and sometimes go "out" almost as quickly. Consequently, if the jeweler is not equipped to keep strictly abreast of the times in his buying, he must necessarily confine his efforts to the more staple lines and limit his opportunities accordingly. And, even in the staples, the style element is an important one. Clear glass may be all the rage one season only to be superseded by green the next.

THUS, in making his selections for a season, it is up to the jeweler to weigh the likes and dislikes of those to whom he caters against what the market affords. The mere fact that an item is new does not necessarily mean it will sell as far as he is concerned. Similarly, he cannot always afford to ignore other merchandise because it may be classed as old. At the same time he should buy with his eyes open. He should—and must—make it his business to know what is old, what is new and what is apt to be among the best selling items of the coming season. This information can be obtained by a close study of both editorial and advertising pages of THE KEYSTONE, attendance at one or more of the forthcoming Gift Shows and by time spent in conversing with the salesmen who call on you and a close inspection of their lines.

THINGS change rapidly in the Art and Gift world and the successful department must not only be prepared to change with them—but be able to do it, as well.

She's in your store TODAY...

the woman who wants a new set for her boudoir

SHE is an up-to-date woman. She follows the changes of fashion. She knows what is new and smart. And she is well aware that the toilet set she used this morning is years behind the style. What she wants is a set that will match the decorative scheme of her bedroom and express her own personality.

Are you going to get the lion's share of this profitable toiletware business—or the lamb's?

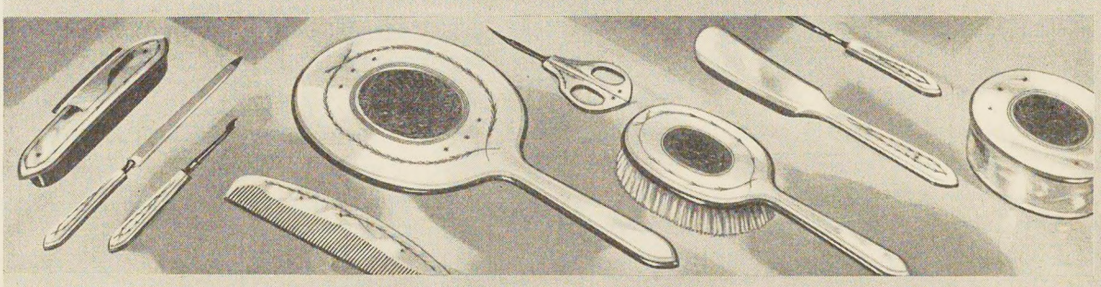
There are some merchants who get the lion's share every year—every month of the year. They do it by displaying prominently, at all times, the best-selling Lucite, Pyralin and Arlton sets. These are the most expertly styled and, because they bear the famous du Pont oval trademark, the easiest to sell.

Women who want new toilet sets will be in your store today. Will you sell them?

Du Pont Viscoloid Company, Inc., 330 Fifth Avenue, New York City. In Canada—Canadian Industries, Ltd., Pyralin Division, Montreal, Que.

DU PONT
REG. U. S. PAT. OFF.

MONTICELLO
—one of the many smart new 1930 du Pont patterns



Lucite... Pyralin... Arlton

REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

DU PONT ACCESSORIES FOR THE BOUDOIR

Products of the master leather worker play an important part in the modern home

The Ancient Art of Leather Working

Leather Goods as Fine as That Formerly Available Only to Royalty is Now Within Easy Reach of Every Jewelry Store Customer

WHEN next you see a piece of intricately tooled leather and marvel at the amazing geometric designs, recall the old tale of the Moslem leather worker who became so confused and bewildered at the patterns produced that he went insane. Recall, too, that the most involved traceries were supposed to have been created by those who had lost their minds

Handsome objects of leather, desk accessories, book bindings, cigarette boxes, picture frames, letter boxes, paper knives, scrap baskets, cigarette trays, memorandum pads and bookends which enhance the interest of the modern home have a history reaching far back into past centuries.

Always one of the most intriguing of arts, leather working has fascinated craftsmen and monarchs. Ages ago the Arabic-Moslem brought the work to a high standard of intricate perfection. The Persian miniaturists—those artisans whose work culminated at the hands of the great Behzad and whose products have never been equalled in line quality—introduced a delicacy of conception to the craft. Almost every great French and English ruler had, on the bindings of his books, a symbol of some kind to mark his reign. The emblems of the monarchs of Europe and Asia appear in the designs of the greatest leather artists of the centuries.

Hundreds of years ago the leather worker toiled only for kings. Today, beautifully wrought leather is made for mass and class alike. The up-to-date jeweler appreciates the attraction of artistically decorated leather goods and recognizes this merchandise as an important source of profit. A smooth, softly tinted, well-dressed piece of leather has an indescribable charm and, to the skilled craftsman, it is a material of infinite possibilities. The enthusiastic worker equipped with proper tools, a nice piece of leather, infinite patience and a high ideal, may create a work of art equal to those wonderful specimens to be seen in the museums.

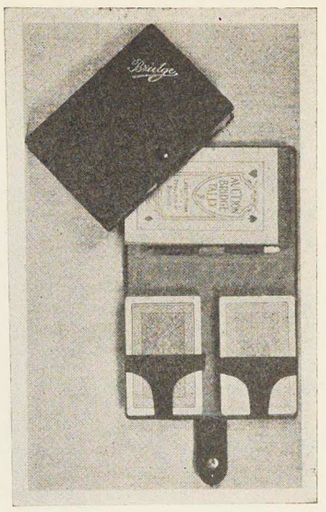
Most of the American leather workers are fine bookbinders who learned their craft under European masters. They fashion articles of great beauty, for they have a genuine interest in what they are doing. There is a vast difference between hand and machine work, for when the hand and mind work together, it is likely that the best work will be done. An individual touch is given the conception—an execution of the design not found in the machine-made article. In the latter, there is no doubt but that the personal touch is obliterated in the various processes employed so that, however perfectly the work may be done, it never loses evidence of its mechanical production nor does it acquire the charm of handwork.

(Continued on page 164)

Just as was the case centuries ago, only the finest leather—morocco, crushed calf and high-grade sheepskin—is used by those who seek to produce the best. The ancients found many delightful uses for decorated leather but it was left to an American mind to devise the articles displayed in modern jewelry stores.

Bookends are necessary details of the modern home. When they are a little different and attractive, they add an artistic touch to the small occasional tables which play such an important role in the present day interiors. Etchings and prints of country scenes, the English hunting prints depicting men in gay red coats galloping across green fields or graceful French prints with amorous lovers languishing at the feet of their ladies, are applied to red, green, blue and brown calf, to take the place of metal and wooden bookends.

Attractive picture frames in blue, green, brown or red morocco, hand-tooled in gold, are delightful in boudoir or living room. Even the waste basket—so frequently unattractive—has become a charming decoration by the inspiration of the modern leather worker. Fine old French and English prints, maps and monastic parchments are mounted on them to add to their suitability as accessories for the library or study. During the Middle Ages, leather served no such purpose. Decorated leather was used extensively at that time only in the church. Frequently alms boxes and altar coverings were made of finely wrought leather; furniture was ornamented with it; it was set into backs of chairs and was even used for decorative purposes on door panels. Bottles, vases and all kinds of boxes were covered with leather which was embossed, carved, modeled or tooled in gold.

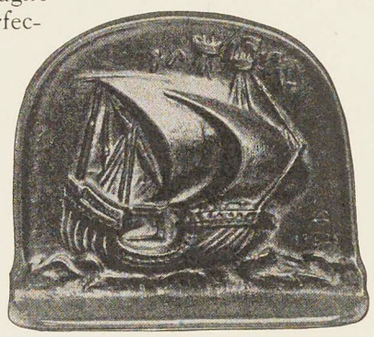


Leather adds to the desirability of this bridge set

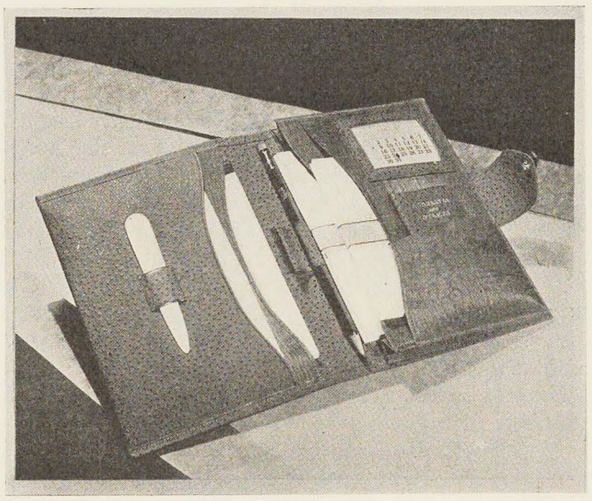
Leather replaces bronze in these unusual bookends

Like so many of the arts, that of tooling in gold was known first in the Orient before it was introduced to the western world. The Arabs and Persians who brought the leather craft to its highest perfection adopted their style originally from that of the Far East. The art of Turfan in China was a Mongolian art, Tartar in conception and inspiration.

The Moslem leather working passed through three stages. The first reveals naturalistic tendencies; the leather, perhaps, being decorated with the facade of a palace or mosque covered with mosaic tiles adorned with pillars with the openings between the arches shielded by drooping curtains in a style beloved by the Arabian of the sixth and seventh centuries. The geometric designs foreshadowed by the use of cubes and mosaic patterns of more or less regular form evolved after the naturalistic. After the Hegira, the Arabs were adverse to reproducing the animated forms of animals and men and set to work on patterns of geometric instead of naturalistic principles. An intricate system of stars which formed a part of other combinations were frequently used in the designs. When first observed, the eyes see one form but when held in view for a little time this changes to a wholly different combination of figures, stars, shields, and net work.

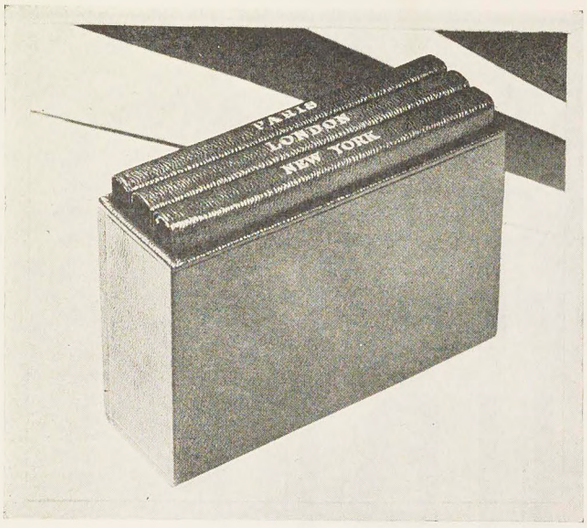


A handy writing folio of tooled leather



The geometric art reached perfection in the twelfth century when glazed tiles in the palaces and mosques of the Alhambra, Tunis, Cairo and Damascus were employed as were those in leather designs. From the eleventh to the fourteenth centuries—in the time of the Egyptian Mamelukes—the geometric art overshadowed all other themes. The results were delightful, the complications amazing and the effect splendid. At first, the star pattern which was made up of eight-pointed stars became six-pointed being interpersed with pentagons and other geometric forms. Borders, bands and frames like those in Oriental rugs or carpets varied the designs. Tooling, pressing and pointing were added to the older Mosaic art.

There are signs of gold tooling in Saracenic work of the fifteenth century but much of this may have been simply gold paint. In actual tooling, the design is cut into the leather with a sharp knife to about one-third the



Custom demands that fine books be bound in fine leather

thickness of the skin. The incision is opened and the details are modeled with a proper tool. The "blind" line is then carefully treated with pure gold leaf which will not tarnish.

The early workmen sometimes painted the "blind" line carefully with gold shell and then burnished it with a fine agate to make it look as nearly like a gold-tooled line as possible. A considerable amount of the gold-tooling of the ancient was done in this way and some of it was not even burnished.

Gold-tooling as practiced in the present day, was known to the Venetians at the end of the fifteenth century. This curious art depends for its strength upon the albumen used in the work, for this ingredient hardens with heat.

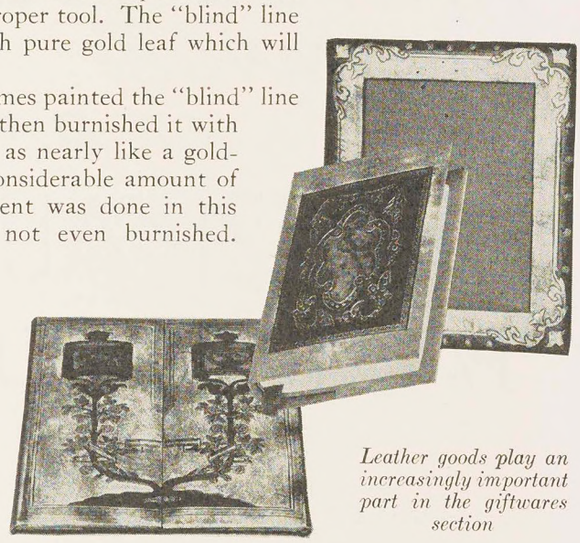
The process is simple. A stamp is impressed in "blind" on the leather and the impression painted over with a coating of egg albumen. When this is dry, it is again painted with palm or cocoanut oil and, on this, a piece of goldleaf is placed. The stamp is then heated to the proper temperature when it is carefully re-impressed in the same place as at first. The albumen under the gold is congealed by the heat and the gilded impression is more than likely to be the strongest part of the leather. Old leather bindings have been found with the leather badly worn, but with the gold-tooled work still intact.

In Early Persian and Arabic leather work as well as in the early Venetian products, gilt roundels have been found which were set with some sort of gesso under the gold. A very practical contribution to the art of bookbinding was made by Moslem binders who invented the flap attached to one side of the cover, folding over the leaves of the book when closed. This was, of course, a forerunner of the clasp with which the two covers were held firmly together.

The beveled edge was another practical as well as artistic invention. The edge of the cover was cut to slope outward and wear of the book was somewhat prevented. The finest bookbinding of the Mameluke period was probably imported to Egypt from Damascus which had been the greatest center of the Mosiac art. After that city was destroyed by the Mongols and the Tartars, Egypt had to fall back on its own artistic resources and, in the fifteenth century, leather work overflowed in such richness and splendor that the art decayed. At about the same time, the Arabic-Moslem art died of its own gorgeousness, too, and the privilege of supplying books and manuscripts with wonderful coverings fell to the Persians.

In 1433 the Sultan Baisanqur, a great art connoisseur, founded a school of art, literature and science in Herat which fostered the painting of miniatures. A richness of detail, a surprising number of decorative units characterized the work. This technique was emphasized by the use of a painted background in many tints, lapis lazuli, cinnabar red and emerald green being used frequently. Yellow, red, brown and violet were also employed.

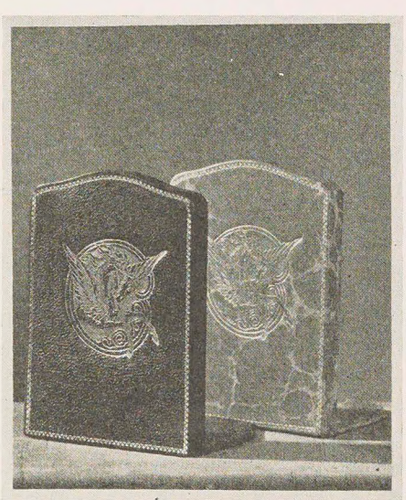
The Turks adopted the Persian style of decoration, varied it to suit their taste and introduced simple designs in which isolated flowers on tall, bent stems connected and crossing were reminescent of a flower garden. From the Turks, this type of decoration spread to other parts of Europe and became a peasant art in Sardenia, Sicily and Spain where it is still followed. The Oriental fashion of leather working even extended to India.



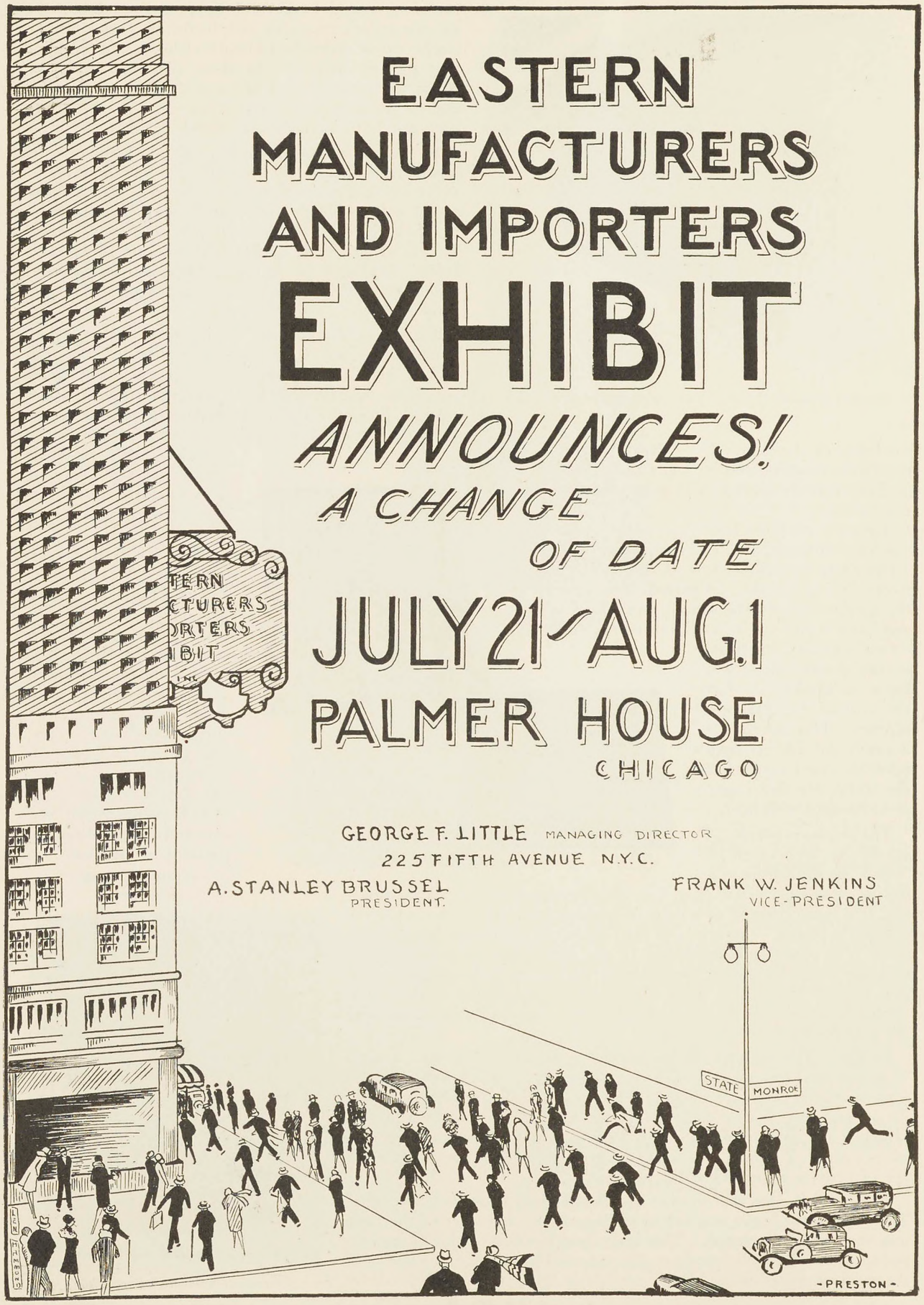
Leather goods play an increasingly important part in the giftwares section

The Venetian traders who visited the East brought the craft to the attention of their own countrymen—men of consummate taste, who saw at once the possibilities in the art. Some of the Italian work of the fourteenth century is of the best ever done. The Orient is frequently expressed in the design but the Italians soon crept away from the eastern influence and designed beautiful patterns of their own.

(Continued on page 167)



Florentine hand-tooled bookends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STATE
MONROE
-PRESTON-

(Continued from page 165)

One of the first Venetian styles was the mingling of "blind" tooled lines with those of gold. Small roundels were sometimes used in connection with "blind" tooling and "blind" tooling hand colored.

Jean Grolier, who, in the fourteenth century, was the first book collector to demand bindings done in his own particular fashion, copied the Italian style. The art of gold-tooling leather spread from Italy through England and France. The greatest English leather craftsman of all time was Thomas Berthelet, who lists many of his books as being bound "after the Italian fashion." After him, the English quickly evolved a style of their own and brought the art to a high standard.

Every period in history and in the story of decoration has its distinctive style in leather. Yesterday, the monarch's portrait was the center of a gold-tooled article or the name, initial, symbol or motto of rulers were included in the design. Today, your own initial is impressed upon your most handsome bridge set of gold-tooled leather or upon your beautifully made leather picture frame or upon the bindings of your splendidly made books.

To see some of the hand-tooled leather that is being produced today is to see art of the finest sort. Jewelers who are interested can receive any desired information concerning manufacturers and distributors through this publication. Address, The Keystone, Art and Gift department, 1505 Race street, Philadelphia, Pa.

Gift Shows Offer Real Buying Assistance

Many Outstanding Fall Exhibits to Be Held

TODAY the demand of the retail buyer is for markets where merchandise will be shown by leading manufacturers and importers with the time so arranged that they can attend them conveniently. It is for this reason that the Eastern Manufacturers and Importers have advanced their Fall exhibit two weeks, thus making it the last two weeks of July in order that visitors to the Chicago Lamp Show, to be held the first two weeks of the month, may wait over in Chicago a few days and take in both events on one visit. The Eastern Manufacturers and Importers Exhibit will be held at the Palmer House, July 21st to August 1.

For over six years, this showing has brought together leading manufacturers and importers of art and gift merchandise from all parts of the world. Today, industrial artists bring fine merchandise within the reach of every buyer. For every old craftsman of renown, there are now hundreds of manufacturers known to buyers throughout the country for the beauty of their design, the quality of their product and the profits that can be made by handling their lines.

More than 200 exhibitors are expected at the Eastern Manufacturers and Importers Exhibit, and buyers who attend will find no need to agonize over the problem of finding giftwares for customers who are difficult to please. Requirements for such creations have been anticipated and here the visitor will see his needs brought to a definite realization.

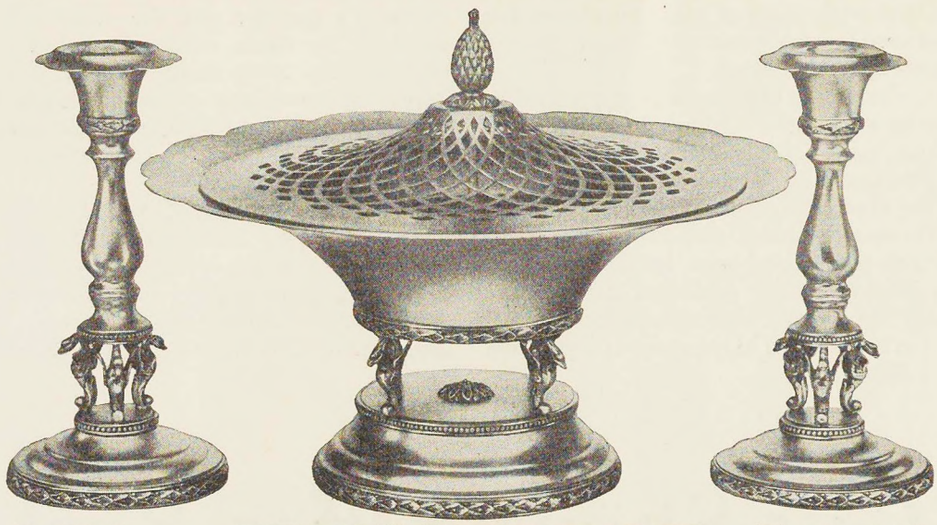
Gift buyers are also showing considerable interest in the Art-in-Trade Show at the New Yorker Hotel, which will open August 18th and continue for two weeks until August 29th. This will be the second New York Art-in-Trade Show, and it is expected that the exhibition will comprise one of the largest assortments of gift merchandise ever shown in the East.

Buyers from almost every state in the Union, and many from Canada, visited this exhibit last February and expressed their satisfaction at being able to see such a variety of lines under one roof. This widespread interest convinced the participating manufacturers and importers that more than one week of exhibition was a necessity in order to meet the requirements of the far distant buyer. Consequently, the period of the exhibit has been extended.

This show is a response to the demand of buyers for a concentrated market—a place where they may spend a minimum amount of time in the accomplishment of work which formerly required weeks or months. It makes it readily possible for the buyer to inspect merchandise of primary interest to him and to compare prices. Exhibitors at this show are only those firms which are in a position to meet strong competition, competing lines being shown in adjacent rooms in many instances. This assures the buyer of obtaining quality merchandise—and at the right price.

For jewelers, a feature of both shows will be the fact that R. H. Leslie of The Keystone Art and Gift Department will be present for the express purpose of assisting them in any way possible. Not only will Mr. Leslie have a room in the heart of the exhibits for the convenience of KEYSTONE readers but will be available personally to introduce them among the exhibitors, to help them solve their buying problems, to discuss merchandise trends and to aid them in formulating sound merchandising policies.

Be sure and look for Mr. Leslie when you attend either of these events!



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Butler Finish. Electro Plated on Nickel Silver.

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Les Parfumeries de "GABILLA" certify that all their Perfumes are "made, bottled, boxed and sealed in Paris (France)."

Jewelers with successful perfume departments find the best selling and most profitable lines are *Genuine* French Parfums. Every package of GABILLA contains the above guarantee showing protection against American made perfumes with a foreign label, and assuring you a prestige building article equal to your other fine merchandise. Write us for information about establishing a Gabilla Parfum Department in your store.

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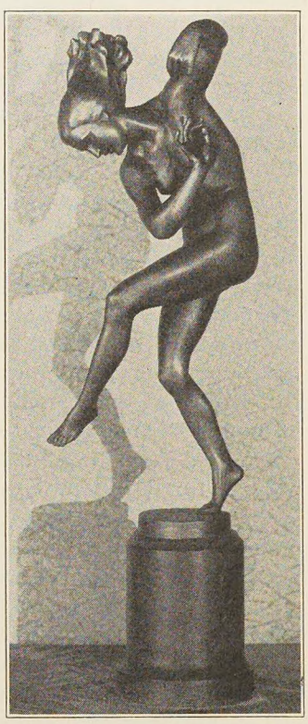

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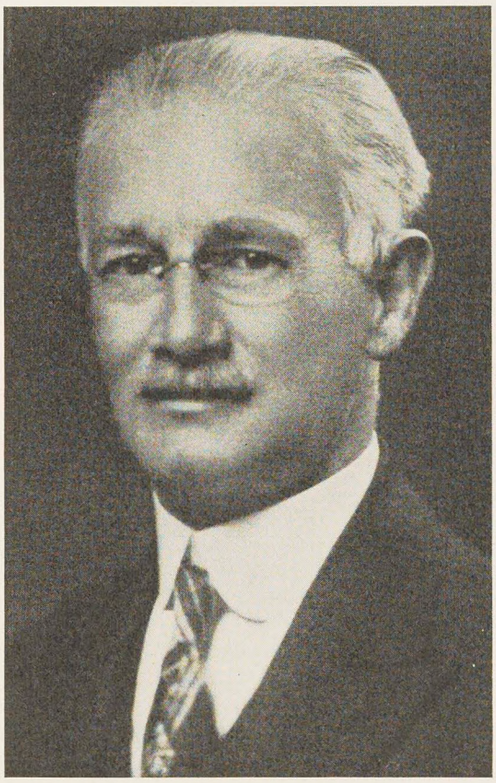
Leslie Joins Keystone—New Gift Service Announced

Well Known Specialist Will Answer Questions Pertaining to Buying and Selling Giftwares

WITH the placing of R. H. Leslie in charge of its Art and Gift department, THE KEYSTONE has made available to its readers a service which is as unusual in the annals of business publishing as it is helpful. For the past four and one-half years, the growing interest in this section of THE KEYSTONE has reflected the rapidly expanding importance of giftwares in the jewelry store. Now, with thousands of jewelers conducting Art and Gift sections and with countless more preparing to embark in this profitable field, this publication has recognized the desirability of placing at the disposal of its readers the services of a man who, is not only thoroughly familiar with the field but who has also made a particular study of jewelry store merchandising of giftwares.



Meet R. H. LESLIE who, as a member of THE KEYSTONE staff, will help readers solve their giftwares problems. He will be pleased to serve you!

For more than twenty years, Mr. Leslie has been well known as a merchandising analyst. The past eight years have been spent in unusually close touch with the giftwares field, Mr. Leslie coming to THE KEYSTONE from a position as editor and manager of *Art-in-Trade* magazine. Not only has he played a prominent part in Art and Gift circles but, for three years, travelled throughout the country speaking before gatherings of jewelers and talking with individuals in regard to the opportunities in this rapidly developing field. Mr. Leslie has been personally responsible for many of the most successful jewelry store Art and Gift departments of today, having first convinced the proprietors of the existing opportunity and then assisting them in purchasing the proper stocks and formulating a sound merchandising program. He has also played a prominent part in numerous gift shows where he took a special interest in visiting jewelers, advising them with regard to the newest and most saleable merchandise and personally conducting them to the proper sources of supply.

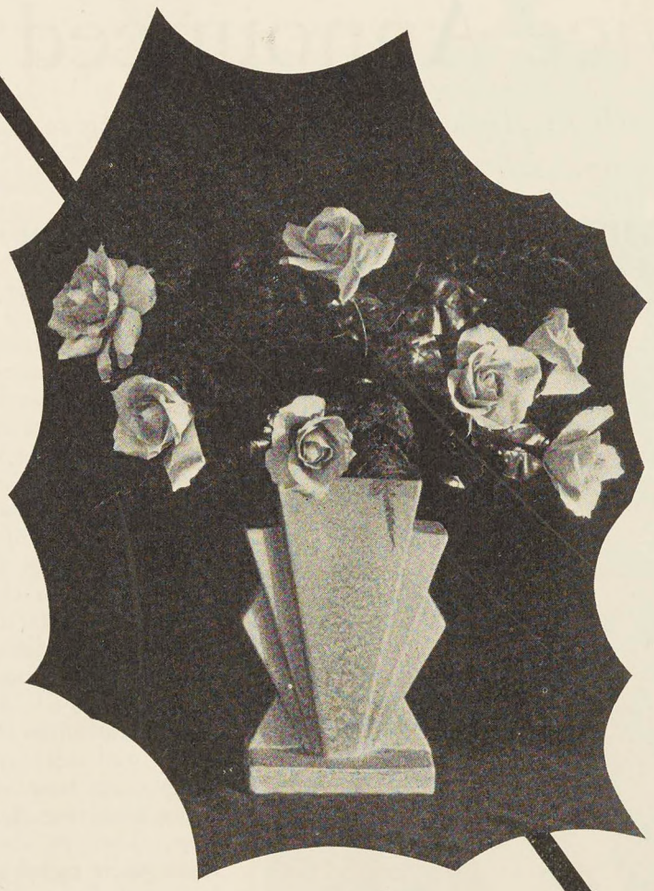
Mr. Leslie's services to KEYSTONE readers will be many and varied. Any jeweler who has an Art and Gift department or who is thinking of starting one is invited to take advantage of them immediately.

First and foremost among comes expert assistance in buying. Gift merchandise is style merchandise and one of the first requisites of success is the ability to keep abreast of the market. Located in the New York offices of The Keystone Publishing Company, Mr. Leslie is in close touch with all manufacturers and importers. As a result of his years of experience, he not only knows the best sellers in the standard lines but is unusually well qualified to pick the winners from among the many novelties offered every year. Jewelers who want to know what to buy, when to buy it, how much to order, through whom to buy and a host of other questions related to getting the proper merchandise will get a ready and helpful response to any questions directed to Mr. Leslie.

Along these same lines, the services of Mr. Leslie will be available to jewelers visiting many of the forthcoming trade shows. Not only will there be a room where jewelers can discuss their problems with Mr. Leslie but he will also be glad to take anyone who is interested around among the different exhibits, introduce them to those in charge and point out the novelties which seem destined for early popularity and discuss present day merchandise trends.

Already plans have been made to render this service at the following shows: Eastern Manufacturers and Importers' Exhibit, Palmer House, Chicago, Illinois, July 21 to August 1; Art-in-Trade Show, New Yorker Hotel, New York City, August 18 to 29 and Associated Eastern Exhibitors, Statler Hotel, Boston, Massachusetts, March 10 to 14. No jeweler attending any of these events should fail to get in touch with Mr. Leslie. Whether you have been in the giftwares business for some time or whether this is your first trip to a show, you are certain to find his experience beneficial.

Mr. Leslie's advice on giftwares merchandising will



The decorative possibilities as well as the selling features of Ham's Realart "Naturlyke" Flowers are unlimited

Indestructible

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Address all correspondence to the factory. Prices and Samples on request

also be available to readers of THE KEYSTONE. All that is necessary, is to drop him a letter in care of The Keystone Editorial Department, 1505 Race street, Philadelphia, Pennsylvania, stating your problem and asking for any specific advice of which you may be in need. Whether your question is one regarding opening an Art and Gift department or pertains to the conduct of one already established, this dean of the gift trade will be almost sure to help you.

Many jewelers who have heard Mr. Leslie speak before conventions are well aware of his grasp of this subject and not a few make a practice of getting in touch with him on the occasion of every visit to the Metropolitan markets. They recognize the fact that, from Mr. Leslie, they can get sound, impartial advice not to mention many suggestions for making their Art and Giftwares more profitable and more of a drawing card for the regular jewelry business as well.

Mr. Lelsie can also be of great assistance to many jewelers in helping them locate the source of giftwares in which they may be interested. Frequently, a jeweler will see an item or have a call for it and not know where it can be obtained. Practically every question of this type can be readily and satisfactorily answered or, if desired, time can be saved by having Mr. Leslie go directly to the manufacturer or importer with the request that he send catalog and price lists by return mail. In view of the wide variety of merchandise coming under the general head of "giftwares" it can readily be seen that this service alone is of outstanding importance.

Remember—none of this special service to be rendered under auspices of The Keystone Art and Gift department places subscribers under any obligation whatever. Recognizing the rapidly growing importance of giftwares in the jewelry field, the employment of Mr. Leslie by this business publication has come only as a natural outgrowth of its policy of making available to readers the best possible advice and information on all subjects related to the conduct of a jewelry store. Members of THE KEYSTONE "family" are invited to make use of this service freely—and at absolutely no cost to them.

Start sending in your questions to Mr. Leslie today, addressing him at the Philadelphia editorial offices. Whether you want to know what to buy, where to buy it, how to open a department or how to conduct it after it is opened, he can give you full benefit of a broad, lengthy and highly-specialized experience. He is with THE KEYSTONE to help you. Let him do it!

Now is the time to revamp and revise your Art and Gift department in preparation for a greater and more profitable Fall and holiday business. Every season brings a change in the goods offered and in public demand as well. You cannot afford to lag behind if you expect to be known as headquarters for the finest and most popular in giftwares.

Louisville Auctioneer Sentenced to Jail for Ordinance Violation

H. T. Michelson, auctioneer for J. L. Levine & Co., of Chicago, was fined $100 and sentenced to sixty days in jail by a police court judge in Louisville, Kentucky, for violation of the local auction ordinance. Charges were brought against Mr. Michelson by the Louisville Better Business Bureau.

The Levine interests are said to have purchased the remainder of the stock of Charles C. Wright & Co., following liquidation of that business. The stock was then moved to a vacant store and offered at auction.

Caryl Spiller, manager of the Louisville Better Business Bureau, claimed the auctioneer failed to file a detailed list of stock to be sold, and also to designate items sold which were not from the Wright stock. Under the law, a detailed list of merchandise to be auctioned must be filed with the Director of Public Safety.

A shopper for the Better Business Bureau is said to have purchased a string of pearls which, although not a part of the right stock, was alleged to have been sold as such.

The Louisville Better Business Bureau has been active in working against a number of auctions and has strong support from local merchants.

Want to Know—?

Do you want to know where to buy certain types of giftwares? What and how much to buy in opening an Art and Gift department? What are among the best selling novelties at the present time—or what type of a certain class of merchandise you should get for your locality? These and a host of other questions will be answered at no charge to Keystone readers who use the attached coupon. Better still, write on your regular letterhead, outlining your problems in full. Let Mr. Leslie help you make the most out of this profitable field!

THE KEYSTONE, 1505 Race street,
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I am interested in the following.....

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M.M.R **Interpretation —**

Note above the new snap fastener, sure to stay in place yet simple to unfasten.

—of a coil necklet by a famous Paris couturier

A replica of the latest creation in costume jewelry—now the rage in Europe. A rope necklet with bracelet and earrings to match—strung on coiled wire, spiral-shaped to be fashionably massive yet light as a feather. Always clingingly in repose about the neck with no strings to break. Ideal for sports wear.

The solid Pearl pieces come in Cream-white and all pastel colors. The combination pieces are of Cream-white Pearls with Jade, Lapis, Coral and other beads. To be retailed at—

Necklets	**$1.95**
Bracelets	**$1.00**
Earrings	**$1.00**

Morris, Mann & Reilly

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The Lure of Old Pewter

After Years in the Discard, Pewter Returns to Grace American Homes

An old-fashioned Danish salad bowl—probably one of the oldest designs in pewter

MORE ardent, perhaps, than ever before is the present day interest in the customs and manners of previous generations, contrasting as they do with the modern mode of living. The effects of olden times which have survived their original owners have become the treasured antiquities of another age. Thus it is only natural that special charm should attach to those possessions of our ancestors with which they came in daily contact. And what could be closer to the lives of our forebears than those utensils from which they ate and drank for generations, both in this country and abroad?

The fact that pewter was the familiar metal of the household—the metal which the early families of the nation handled over and over again every day—endows it with a fascination that, in part, has caused the revival of its manufacture to meet a growing demand. Passing over its intrinsic merits as a beautiful and practical metal, we find pewter has the added appeal of association, engendered through centuries. There has probably never been another example of so complete an abandonment of a material that had been so widely used for a long period as that shown in the disappearance of pewter during the past half century or more. Yet, not one hundred years ago pewter was still the ordinary tableware. It was to be found in every home—and had been there for centuries previous.

In recent years the collecting of pewter has become an accepted pastime on either side of the Atlantic. For a great number of collectors, all the objects made of pewter during the classic period of the art, have a peculiar fascination. Unlike gold or silver, pewter does not owe its appeal to intrinsic worth. Its peculiar charm lies in its slowly acquired romantic value, the beauty of line and the peculiar charm of its lustre.

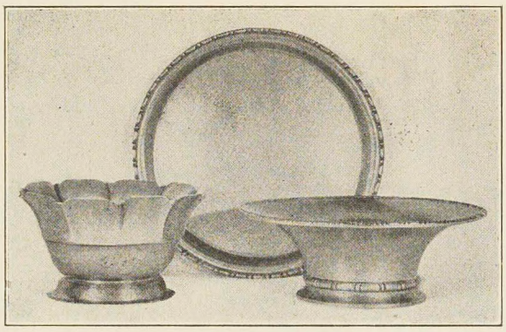
The finest examples of pewter were the work of master craftsmen who labored lovingly over the creation of these quaint masterpieces. Pewter was primarily the product of economic conditions. The use of lead as an alloy made it possible to supply a great variety of useful articles far more cheaply and conveniently than by employing any other metal. Pewter became, for a century or more, indispensable for domestic and ecclesiastical use.

The remarkable advance of pewter in the arts was due largely to the fact that many distinguished designers of gold and silver employed pewter for experimental purposes. It is a great mistake, therefore, to suppose that the art in pewter has been commonplace. During its best period, which lasted for about a century and a half, the designs and the art of the workers in pewter compared favorably with the best products of these same workers in precious metals.

Pewter is soft and pliable like platinum and lends itself readily to the hand of the skilled worker. The age of pewter, as it may be called, reached its height when those who worked in it were least conscious of the art revealed. The craft of the pewterer is one of the oldest in the world. It dates back to the remote past

Pewter teapot of ancient design. This is lined with porcelain

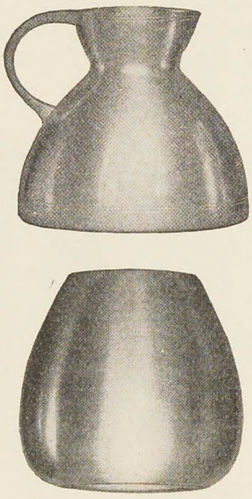
when tin first became an article of commerce. Long before the days of the Roman Empire, the Phoenicians ventured out of the Mediterranean to Great Britain to bring back shiploads of tin ore. A part of the metal was converted into pewter.



An unusual pattern in modern pewter

It is probable that this important alloy was first prepared many centuries earlier in China. Many images made of pewter have been found in China and in Japan and, doubtless, these date back to remote antiquity. Pewter was in general use in Roman cities. The Romans produced many beautiful things in gold and silver, but they were a thrifty people and the cheapness of pewter appealed strongly to them. A great variety of their pewter articles for household use, have been preserved. The proportions of the Roman alloy were somewhat different from our own, for this ancient pewter consisted of seventy-five parts of tin and twenty-five parts of lead.

Examples of domestic pewter which are doubtless earlier than the Sixth Century have been found in England and some of the ecclesiastical pewter is of an even earlier date. Such pieces are extremely rare, but the collectors are tireless and new examples of this primitive art are discovered from time to time. The cheapness of tin in England in the Middle Ages, rendered pewter popular for a variety of purposes.



Two interesting old pieces of antique design

The first mention of pewter in European history occurs at the surprisingly early date of 1074 when the synod at Rouen officially premitted its use as a substitute for gold and silver in church vessels. Two years later a similar rule was adopted in England at Winchester. Pewter had, of course, been in general use for domestic purposes for centuries before but the sanction of the church gave it a dignity and importance hitherto lacking.

The old records announced that pewter received "exalted patronage" in 1274 at the coronation of Edward I, when pewter vessels were used to boil beef for the royal feast. The popularity of pewter is again demonstrated in 1348 when associations of manufacturers were established in France and Germany. By the year 1425 the craft was officially recognized in most parts of England. Its importance may be guessed from the grandiloquent name of the order which was announced as the "Worshipful Company of the Pewterers of London."

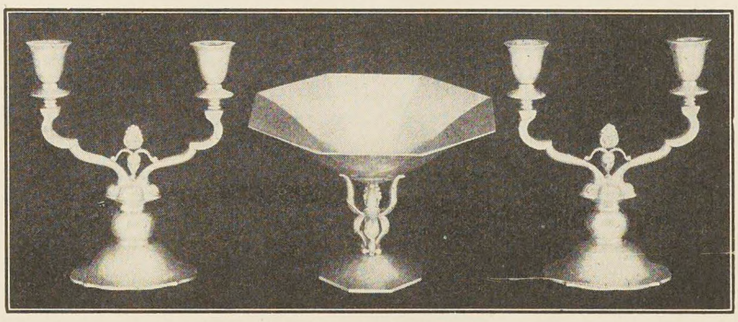
The manufacture of pewter in the Middle Ages was governed by definite laws and regulations. The proportion of the metals in making the alloy was specified, although it has differed widely at times in various countries. A study of these old pronouncements shows that pewter is made today exactly as it was 500 years or more ago.

So common was its use during the Middle Ages that a picturesque craftsman—the traveling pewterer—was a common figure throughout Europe. These craftsmen traveled about like tinkers of more recent times. They carried with them moulds and a few simple tools. The traveling pewterer repaired pewter-ware of every kind or melted down old utensils or scraps of the metal and made them into new forms such as tankards, dishes, spoons and other articles of domestic use. These men were known as "hawkers"—a name which still lingers. Their activities are much regretted by modern collectors since the itinerant pewterer melted down countless examples of the earlier art, which are thus lost to posterity.

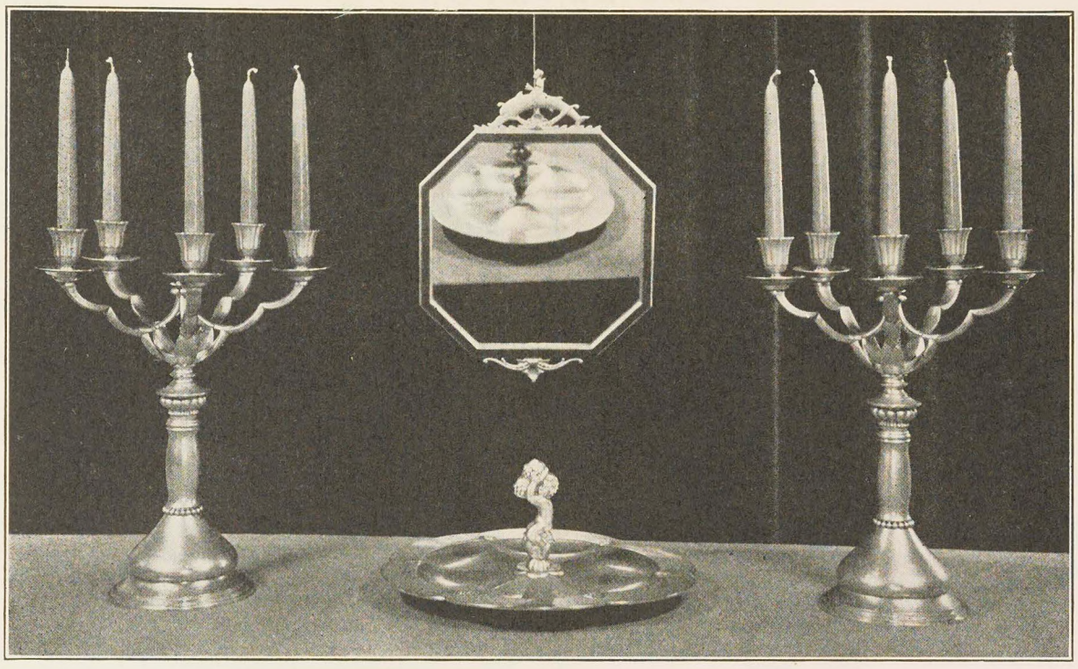
Pewter was more commonly used in America than in either England or Germany. It played an important part in the domestic economy of the early colonists and appeared as early as 1650. A great deal of English pewter was sent to America, but its manufacture was simple and native pewterers soon appeared. It was chiefly manufactured in Boston as this city was the principal point of distribution for the imported ware.

The collection of early American pewter is a fascinating hobby, and has resulted in the discovery of many beautiful examples of the art. The early designs show both taste and skilled workmanship, especially in the candlesticks. The dies used at this period are easily recognized, making confusion with the English products impossible. The eagle in some form was especially popular. The best American pewter dates from 1650 to 1780. There is a long list of American pewterers who produced during this period—men whose names are still preserved.

The art finally deteriorated as strictly commercial forms were employed. Less pride was taken in workmanship and



A pewter console set



Even the frame of the mirror in this charming set is of Danish pewter

design. The alloy suffered and the tankards, to mention a single example, grew thinner and thinner. The handles of the various vessels dwindled to mere threads. Even the designs of the candlesticks at last became standardized and commonplace.

The most artistic product of the American workman is generally acknowledged to have been the Colonial sperm oil lamp.

The best designs in pewter, in what may be called its classic period, are almost as pure as the Greek art in similar subjects. In judging hollow ware pieces it is important to study the profiles or outlines. In the case of pewter plates, the observer should study the relation of the rim or border to the sunken portion and the lines of the curve. The width of the rims on the rarest plates is apparently excessive in proportion to the rest of the pieces.

In the best pewter candlesticks, the base just below the shaft proper is especially important. The great majority of these early candlesticks were beautifully modeled, particular attention being paid to this detail. In many candlesticks of more valuable metal the base is often too heavy for the shaft. The sweep of the vertical shaft to the horizontal base is not well worked out. A collection of good pewter candlesticks shows a remarkable skill in designing.

The early tankards of pewter are especially interesting. They are found in great variety both with open tops and lids. The tankards with covers have, as a rule, a very successful termination at the top. The handles are surprisingly good and of the purest design.

It comes as a surprise to find the variety of designs of pewter ware. For drinking purposes, for example, there is a great variety of beakers, cups, mugs and tankards. The homes of the past century had pewter candlesticks, bottles, inkstands, lamps, coin containers, puff boxes, salt cellers, buckets, cooking dishes and vases and toys, to mention only the most familiar forms. The old churches used pewter for altar candlesticks, alms dishes, baptismal founts, flagons and plates.

The Eighteenth Century marked the closing period of an art which had flourished for centuries. The use of pewter might have continued indefinitely, but for the introduction of substitutes such as earthenware, glass, china and various items of other metals and alloys.

With the beginning of the decline of pewter, heroic efforts were made to keep the industry alive. It was felt that, if the pieces were made more ornate, their popularity would continue. Many objects of pewter were gilded and gold and silver plated and even lacquered —the latter being an American invention which never gained favor. Despite these efforts, however, the new materials slowly but surely replaced the beautiful old metal. The art of the old pewterer was degraded by these ornate developments.

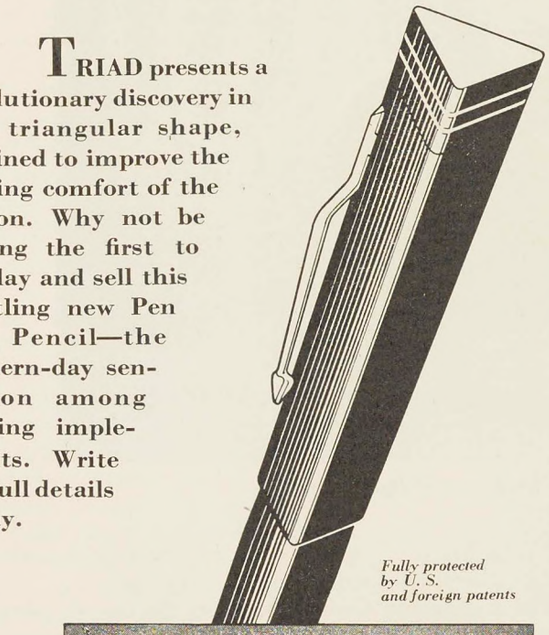
Since the present day return of pewter to popularity, prices have increased considerably. To a great extent modern manufacturing is devoted to producing imitations of the antiques. Most of these imitations, however, fail to deceive experienced collectors but, with time, the new pewter slowly acquires the lustre and is, in a measure, difficult to detect from the originals.

Not only is the present day alloy much the same as that used by the ancients, but the method of casting and finishing pewter objects shows little variation. Every kind of vessel that can be cast is cast today as it was in the Middle Ages or even in the time of Rome. When it is desired to make the metal more compact it is hammered. When it is impossible to cast an object in a single piece, it is cast in several parts and soldered together. The rough casting is finished by turning the piece on a lathe and then burnishing and ornamenting it later.

Pewter is made today by using tin, lead, copper and antimony. There are forty authentic variations of the proportions of these metals, but tin predominates in all. After many experiments, it has been found that the

The ONLY PEN *that Fits the Hand*

TRIAD presents a revolutionary discovery in this triangular shape, destined to improve the writing comfort of the nation. Why not be among the first to display and sell this startling new Pen and Pencil—the modern-day sensation among writing implements. Write for full details today.



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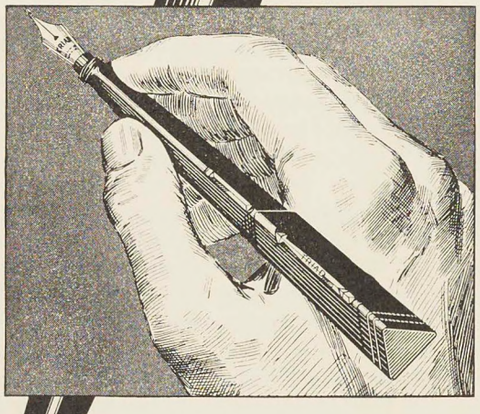


Note how the triangular shape *exactly* fits the formation of the fingers as no other pen does. Then there is the Tite-lock cap . . double-sealed pen chamber . . . increased ink capacity. In all, 12 new and exclusive features that make TRIAD Pens and Pencils better.

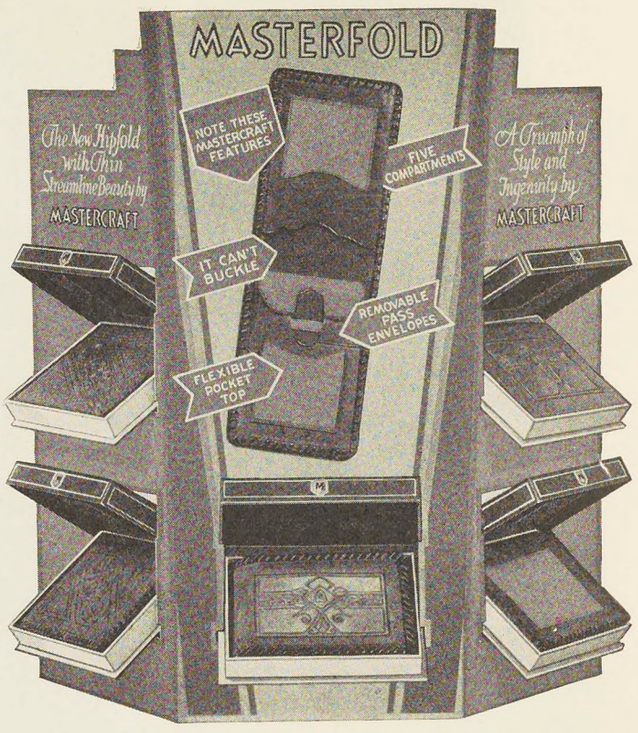
TRIAD

PENS *Triangular* PENCILS

FIT THE HAND

TRADE MARK

The Tri-Pen Manufacturing Co., Pawtucket, R. I.


MASTERFOLD
The New Hipfold with Thin Streamline Beauty by MASTERCRAFT
NOTE THESE MASTERCRAFT FEATURES
FIVE COMPARTMENTS
A Triumph of Style and Ingenuity by MASTERCRAFT
IT CAN'T BUCKLE
REMOVABLE PASS ENVELOPES
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A NEW Money-Making Masterfold Offering

This NEW MASTERFOLD DISPLAY starts selling the minute it enters your store. Comes completely arranged—entirely assembled and packed in specially constructed shipping carton. Just remove the Display and place it on the counter. It does the business without taking up your time.

MASTERFOLD sets highest standards for fine leather, true craftsmanship and incomparable features.

ALL THIS INCLUDED—12 NEW MASTERFOLDS—retailing from $1.00 to $3.50. Individual boxes—beautiful enough for costly jewelry. Outstanding 4-color Display. 10 extra removable celluloid pass envelopes. Total retail selling price $28.00.

You'll find this NEW MASTERFOLD offering will make more money for you. Write for this "D3" assortment and our liberal discount plan.

MASTERCRAFT

LEATHER GOODS CO., Waukesha, Wis.

quantity of lead employed should be strictly limited.

It will be well to remember that a hammered pewter plate when held lightly and struck gives out a sonorous ring which is unmistakable. Good pewter is tested by its "ring," its weight and its characteristic lustre. Great weight is not necessarily an attribute of good pewter.

Collectors at present find it difficult to find pieces dated before 1740, especially in the United States. Great age in pewter is desirable to many of them but this is not the chief consideration. The rarest pieces of pewter or those of the greatest age are not always the most beautiful.

Should pewter be cleaned and polished like other metals or left to develop its own peculiar lustre? Here is a question of personal taste on which connoisseurs differ widely. To polish pewter destroys its charm, according to many. When it is not kept bright, the surface slowly oxidizes and gradually assumes a distinctly subdued tone. In olden times pewter was cleaned by oiling. Even today, many clean pewter merely by rubbing it with soft cloths saturated with petroleum jelly.

The admirers of old pewter claim that their beloved metal has greater simplicity than silver and that the peculiar bloom of the alloy is unequalled by any other metal in common use. Scientists point out that the surface absorbs light to a degree in perfect balance with its reflection. Its charm is therefore due to its subdued color which is intangibly allied with its bloom.

More and more each year, pewter is gaining its early popularity. It is now sought as one of the "smart" additions to the home. Its reasonable cost brings it into play for many purposes heretofore monopolized by the more expensive metals. Pewter will glitter but will not tarnish and there is, perhaps, nothing lovelier against an old oak sideboard in a dining-room. A polished mahogany table set with a pewter tea set and tray, and a vase or bowl of flowers provides another well authenticated usage. Where the jeweler can arrange displays of this kind, a good purpose is served.

The satiny sheen of pewter is decoratively valuable in many instances. Imagine fine old pewter in surroundings where purple Venetian glass, jade green pottery and similar articles may be found. It is easy to see that neither brass nor copper would be acceptable here, and that nothing, perhaps, would be lovelier than a selection of pewter.

Pewter is useful in lending a note of cooling formality and poise to a bright, warm room. In a sunless room it is apt to lack lustre but in a small room, its gray, satiny quality gives a sense of distance and may be used to give the idea of spaciousness.

Pewter is not one of the metals which can be freely scattered about a room. The best decorative effects are obtained by a sparing use which, in itself, suggests greater richness. Unlike brass or copper, pieces of pewter should be used in a group. Unless it is quite unusual, a single piece is apt to be overlooked because of its peculiar simplicity, whereas many a group of pewter recalls the days of our grandmothers when rows of utensils, softly gleaming on high kitchen dressers, were among the proudest possessions of the home.

Appreciation for the qualities of pewter have caused modern craftsmen to adapt it to twentieth century decoration. Designs have been made of infinite variety and to suit every taste. Some are quite plain; others have an embossed pattern, while many have a delightful hammered surface which is produced entirely by hand. However, it is also well not to overlook plain pewter in making selections, relying on its form, the quality of the alloy and its color, for a pleasing appearance.

Tea sets of pewter from the Scandinavian artists are of particular beauty and interest. Some products of these artists, although up to the minute in modernity, have a faculty for harmonizing with almost any kind of decorative scheme. In spite of the fact that they are of pewter, some of the items are quite formal and ornate. The exquisite workmanship is worthy of the best Danish tradition in silver.

The simplicity of Colonial designs is such that pewter reproductions of this period are acceptable, in modern rooms. While there are skyscraper models and other designs suggestive of today, it is not necessary to be radical in pewter to have it conform to the modern spirit. Consequently, we find some of it startlingly modern but we find even more in faithful reproductions of the earlier forms.

The natural desire of people to gather something of the environment of their hardy ancestors, calls for examples of the best efforts of the early crafts. This present revival of the pewterers' art, however, cannot be attributed to sentiment alone. It is also due largely to a very real appreciation developed in modern times of the dignity of form, beauty of line, textural quality, and the exquisite soft brilliance so characteristic of early pewter. And this, of course, explains why pewter has "come back" and why, once more, we find pewter plates on Colonial tables.

Growing appreciation of the character and quality of early American pewter and its English prototypes has awakened a demand beyond possibility of supply from accumulations of the past. Modern pewter which has the beauty, decorative value, and fine craftsmanship of the old, as well as the sentimental association derived from resemblance to the original models, is a welcome addition to the modern household and a necessary complement to the vogue for Colonial furniture.

A glimpse of the Peacock fountain pen department

"To Sell Pens—Specialize!" Says Peacock's

By J. A. GAMBLE

REAL Sales Effort Behind the Fountain Pen Department is Producing Big Results for This Store

IN line with a general policy of specialization or departmentization—call it what you will—C. D. Peacock, Inc., well-known jewelers of Chicago, have paid particular attention to the sale of fountain pens and accessories. The result has been highly gratifying. Sales have increased in number—and, equally important, they have increased in volume.

This company is now engaged in developing a policy which will mean the placing of fresh emphasis on lines heretofore given too little attention. The management believes that too many lines in the jewelry store are allowed to drift along without any particular effort being put behind their sale. No one person is responsible for the development of the department and as a consequence, no one gives them the chance to sell which they warrant.

Although fountain pens have always been good sellers with this prominent Chicago concern, this department was one of the first to be taken into careful consideration in line with the new policy. It was believed that a straight-forward, conscientious effort to interest people in these items would result in even larger and more profitable sales. More than this, it was felt that, by making a person who had studied fountain pens and fountain pen selling, responsible for the department higher unit sales could be made, more accessories sold, and customers better satisfied generally. That this is just what is being accomplished, is a matter of record.

THE type of pens to be sold came in for early consideration. This company rightfully insists that, to be in accord with the dignity and prestige it has achieved through the years, all articles sold must, first of all, be true jewelry store products. People look to the jeweler for quality merchandise and should not be disappointed whether the article in question be a diamond, a fountain pen or a collar button.

"It used to be a question as to who could sell the cheapest pens and pencils," says E. C. Luscomb of the company. "This is not so today and particularly in the case of the high-grade jewelry store. The fountain pen should be primarily a piece of jewelry that, in addition to performing its function satisfactorily, yields a pride of possession which only the finer things afford. Our object is to sell only the best pens and secure the largest possible units of sale. If the customer is properly sold, the sale may easily amount to $100."

A well-known brand of pens is featured by this company. Pens with solid gold mountings are given particular sales emphasis and splendid results have been achieved.

SOLVING AN IMPORTANT PROBLEM

"ONE of the chief difficulties faced by the jeweler handling choice merchandise," states Mr. Luscomb, "is the attitude of the average store salesman toward a fountain pen sale. He is usually inclined to regard the opportunity to sell writing equipment, as being of small importance. Consequently, his service will tend to be casual and he is almost bound to fail to develop the sale as far as possible. The psychology of the diamond salesman is hardly attuned to the proper handling of fountain pens for his mind is naturally set on the idea of making large sales.

"For these reasons, we selected a special saleswoman and put her in charge of the fountain pen department.

It is her job to sell writing equipment and writing equipment alone. In the first place, we had her spend some time learning the methods of manufacture and specialized selling developed by the company whose lines we handle. She visited the company's workrooms and there acquired a knowledge of the construction and operation of pens and pencils, so that she would be equipped to give prompt and efficient service. This specialized attention, undoubtedly, creates a favorable impression in the mind of the prospective customer for, if a sales person regards her goods as important and her work as worth while, the customer will naturally be influenced to adopt the same mental attitude. The person who has been trained to develop the sales possibilities of fountain pens goes at the work with an enthusiasm which is apt to be wholly lacking in the salesman who regards this part of the business more as a side line."

Smiling reminiscently, Mr. Luscomb added: "An interested customer can ask a great many questions about so apparently simple an item as a fountain pen. Untrained people are likely to give wrong answers and produce a bad reaction."

Mr. Luscomb knows from his experience that ready and clear explanation and expert demonstration are sure to win the prospect's confidence in the store, as well as his respect for the goods.

This jeweler regards a sales opportunity as a valuable asset to the business—one which can be made the most of only by having salesmen who are truly qualified for the work at hand. Such people behind the counters of even the most comparatively insignificant department of the business can be brought to produce unusual results.

MAKE one person responsible for writing equipment sales, say these jewelers —don't take this business for granted

In the matter of selling writing accessories, Mr. Luscomb points out that there is a splendid opportunity for real salesmanship. Indicating the display of writing equipment, he called attention to the fact that it included the usual pens and pencils with different mountings, also combination pen-pencils, automatic pencils in a variety of types and sizes for sport as well as business use, miscellaneous combinations in attractive gift boxes and desk sets in a variety of prices.

INK AND INK CONTAINERS FEATURED

"WHEN a customer comes in for a fountain pen," he advised, "don't let it stop there. Properly handled, one sale can be made lead to another. Practically every unit suggests the desirability of some accessory. For instance, we never fail to suggest that a safety pen filling bottle be included with every sale. In practically every instance, this additional sale is made. This may not seem important, but it can be made so if the department manager is on his toes. While the minimum price of some of these bottles in our store is fifty cents, we also have them gold mounted to sell for as high as $10. Such additional sales all go to increase the size of the sale per customer."

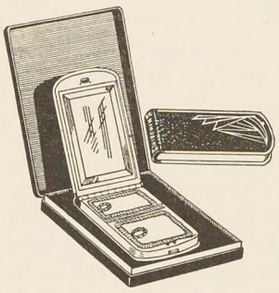
This same principle is applied to the sale of ink, of which a high-grade brand, made especially for fountain

An attractive portion of the Peacock Silver Salon

MONDAINE VANITIES

THE POPULAR-PRICED
FAST SELLING LINE FOR

JEWELERS



No. 150 — Double Compact, containing powder, rouge, beveled mirror, richly encased in fine leathers. Colors, red, green, blue, black and brown, interpreted in modern designs. Each vanity individually packaged in gift boxes.

Retailing at $1.00

No. 150
DOUBLE COMPACT
Retail Price $1.00

◆

No. 200 — Double Loose Powder Vanity, same as No. 150 but containing handy compartment for loose powder and cake rouge. The smartest double vanity on the market.

Retailing for only $1.00

No. 200
Double Loose Powder Vanity
Retail Price $1.00

◆

MONDAINE CIG-VANETTE

No. 250 — Cig-Vanette containing cake powder and rouge.

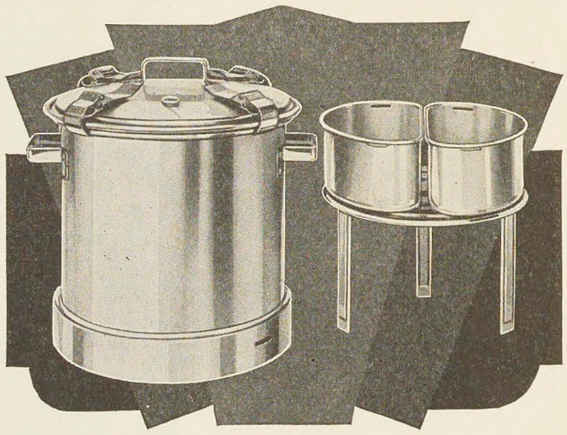
No. 260 — Cig-Vanette containing compartment for loose powder and also cake rouge.

This Super-Edition combines a vanity case and cigarette case. Reproduction of a miniature book richly bound in fine leather. Snaps open to display a beveled mirror and double compact or loose powder container, with a concealed compartment for cigarettes or cards. Individually packaged in satin-lined gift boxes. Retailing at $2.00.

No. 250
Double Cig-Vanette Compact, or No. 260, Double Loose Powder Vanity. Retail Price $2.00

ORDER THRU YOUR JOBBER OR FROM

MONDAINE
PRODUCTS CORPORATION
20 WEST 20th STREET, NEW YORK, N. Y.
176 WEST ADAMS STREET, CHICAGO, ILL.



The Waterless Cooker

USED for Better Health, Greater Economy, Added Convenience. Cooks entire meal over one low flame. Retains natural flavors, nutritious oils in food. Requires no watching or attention. Housewives can leave for the afternoon and have dinner at six.

It is an ideal account opener and a wonderful builder of good-will. Featuring it 50c down, 50c per week brings hundreds of new customers to your store.

Write for Quantity Prices

WEST BEND ALUMINUM CO.

Tested and Approved by Good Housekeeping Institute 1627 GOOD HOUSEKEEPING MAGAZINE

West Bend
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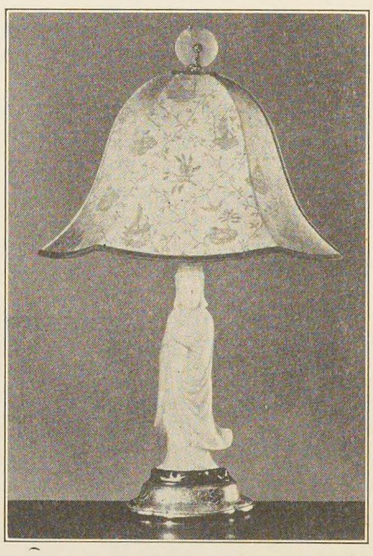
The BEST COOKS *use* Aluminum

FINE CHINESE LAMPS



CLOISONNE CINNEBAR

Soo Chow Jade Lamp and Shade

$18.75

THE LITTLE JONES CO.
15 West 24th St. NEW YORK CITY
» *Inquiries Invited* «

pen use is handled by the company. Usually a twenty-five cent bottle is sold and, in addition to increasing the size of the sale, such transactions suggest that further supplies may be obtained.

Emphasis is placed on the fact that the ink handled by the Peacock store is of superlative quality and greatly increases the reliability and service of the fountain pen. Those who buy their first bottle along with the pen frequently return for fresh supplies, and additional sales often result on these occasions. The more often the customer visits the store, the more often will he make a purchase—and writing equipment accessories are particularly valuable in bringing people in who might not come otherwise.

IT PAYS TO FEATURE COMPLETE SETS

Mr. Luscomb feels that it is especially important to sell the pen and pencil sets—these generally consisting of pen, pencil and sports pencil.

"There is no reason why a man should confine himself to one fountain pen or mechanical pencil. He may come to the store intending to buy only one of each for pocket use, but the right sort of salesmanship may persuade him to buy an attractive desk set for his office, and perhaps another set for his home.

"Then, too, a man may have several uses for a pen. Possibly, he may prefer a fine point for most purposes, but may also have use for a pen with a heavy point in making carbon copies. A man might play golf with only one club if he wanted to—but if he has a club to fit each different condition which may arise, he will certainly play a better game. So it is with mechanical writing equipment. A little diplomatic inquiry as to what use the customer will put the pen in question will often enable us to increase our service to him—and at the same time, increase our profit. A traveling salesman does not have the same need for a desk set as has the office executive who might readily be sold the latter.

"Realizing the importance of the proper attitude on the part of the sales person regarding our efforts to increase the sales unit," Mr. Luscomb continued, "we have insisted that our mechanical writing equipment be thought of from a jewelry store standpoint. Pens and pencils and desk sets are things of intimate personal use which serve to characterize the wearer quite as much as do his watch or ring. Consequently, the sales person should think of them as jewelry.

"His first thought in meeting the customer should be not the $10 unit but of the $50 unit. Getting off to the right start is everything, for writing equipment sales can be developed to high levels. Sets priced from $40 to $60 are frequently purchased and desk sets can be shown which alone will run away over $100."

SHOW THE BEST PENS FIRST

Mrs. M. Lowenthal who is in charge of this department, reiterates Mr. Luscomb's belief in this connection.

"When a customer wishes to see a pen," says Mrs. Lowenthal, "I always start off by showing the more costly ones. I believe it is a mistake to show the lower priced pens first. People who come to this store usually want to buy the best and appreciate the compliment of being shown fine goods. Consequently, to show fine merchandise is really a part of our service. The less costly equipment can be brought out in due course if the items first shown are too high. Experience in selling soon makes it possible to sense the customer's attitude toward price. It is not difficult to tell when the goods shown agree with the customer's belief in this respect. It is a serious mistake to go lower than that point."

Mrs. Lowenthal believes that it is important to feature nationally known lines. Properly presented, they go a long way toward selling themselves because the customers recognize the name of the manufacturer as that of an old friend.

SELL INK ALONG WITH PENS

Mrs. Lowenthal stresses the desirability of selling ink along with pens. In making these sales, she always talks about the unusual qualities of the ink and emphasizes that it is the proper writing fluid for a high-grade article. Her idea is that, if the customer buys a perfect pen, he will fail to get the greatest possible satisfaction unless it is filled with the correct ink.

In line with the policy of aggressive selling, no opportunity is overlooked to show customers merchandise other than that for which they came in. For instance, when a gentleman's own requirements have been taken care of, he is shown a lady's set in an attractive gift box—an action which carries its own subtle suggestion and which frequently results in a sale either at the moment or later when the customer may have a gift problem to solve.

Londoners Are Wearing Rings on Their Thumbs

A new gem-set thumb ring is one of the interesting new fashions which is now finding favor in London, according to a correspondent of the National Jewelers' Publicity Association. The origin of thumb rings, of course, goes back to the earliest times and their history can be traced quite easily. The new fashion therefore is merely another revival of an old one.

Some of the new style thumb rings are as elaborate in their artistry as they are expensive. Others are simple and inexpensive. One design employs a large, oval piece of jade as the keystone. This is carved with the wearer's initials or emblem of rank. Another is set with a large piece of crystal cut *en cabouchon* like the mystical Urim and Thummim of the Bible—this being a large crystal-like stone worn as a thumb ring by the ancient priests who claimed that it enabled them to hold direct communication with the Deity.

Hot Springs, Arkansas, Gets Auction Ordinance

Members of the Arkansas Jewelers' Association have succeeded in having the City Council of Hot Springs adopt an ordinance prohibiting the sale of merchandise by auction. The ordinance does not apply to judicial sales or foreclosure sales held in the day time, nor to public auctioneers duly licensed by the State.

Violations render the offender subject to a fine of not less than $200 and the sale of each article of merchandise by auction shall be deemed a separate offense. The measure became effective April 2.

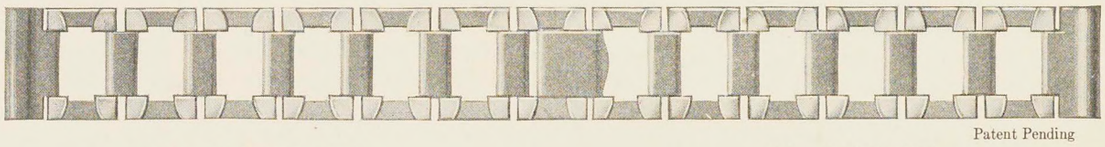
It is expected that local auction houses will fight the ordinance through the courts.

YOU'RE JUST A STEP AHEAD WITH PAULSON

HEADQUARTERS FOR HADLEY Bracelets

The New HADLEY Slave Link BRACELET

WITH POPULAR CENTER CATCH



Patent Pending

The BONDMAN

Chromium plated. On individual tissue cards.

No. 70001 Hadley Bondman. Chromium plated Slave bracelet, as shown above, for 5/8" lugs. KEYSTONE LIST EACH..... $3.00

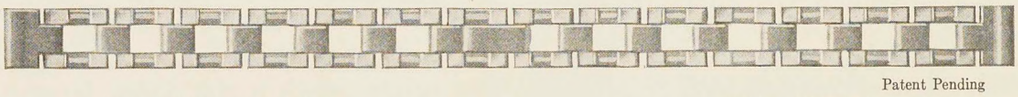
No. 70002 Hadley Bondman. Chromium plated Slave link bracelet for 3/4" lugs as shown above. KEYSTONE LIST EACH..... $3.00

The NARSES

White gold filled. In handsome display box.

No. 70003 Hadley Narses. White gold filled bracelet, as shown above, for 5/8" lugs. KEYSTONE LIST EACH. $12.00

No. 70004 Hadley Narses. White gold filled Slave link bracelet, as shown above, for 3/4" lugs. KEYSTONE LIST EACH..... $12.00



Patent Pending

The BONDMAID

Chromium plated. On individual tissue cards.

No. 70005 Hadley Bondmaid. Chromium plated Slave bracelet as shown above, for 7/16" lugs. KEYSTONE LIST EACH..... $3.00

No. 70006 Hadley Bondmaid. Chromium plated Slave link bracelet as shown above, for 1/2" lugs. KEYSTONE LIST EACH..... $3.00

The SYDIA

White gold filled. In handsome display box.

No. 70007 Hadley Sydia. White gold filled bracelet as shown above, for 7/16" lugs. KEYSTONE LIST EACH..... $8.00

No. 70008 Hadley Sydia. White gold filled Slave link bracelet as shown above for 1/2" lugs. KEYSTONE LIST EACH..... $8.00

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Be First to Show Them

USE THIS HANDY COUPON FOR ORDERING

HENRY PAULSON & CO., 37 S. Wabash Ave., Chicago, Ill.

Please send new Hadley Slave style bracelets as specified below.

No. 70001 Hadley Bondman, for 5/8" lugs..... $3.00	No. 70002 Hadley Bondman, for 3/4" lugs..... $3.00	No. 70003 Hadley Narses, for 5/8" lugs.... $12.00	No. 70004 Hadley Narses, for 3/4" lugs.... $12.00
No. 70005 Hadley Bondmaid, for 7/16" lugs..... $3.00	No. 70006 Hadley Bondmaid, for 1/2" lugs..... $3.00	No. 70007 Hadley Sydia for 7/16 lugs..... $8.00	No. 70008 Hadley Sydia, for 1/2" lugs $8.00

ALL PRICES ARE KEYSTONE LIST

Name..... Town..... State.....

HENRY PAULSON & CO.

37 South Wabash Ave. - - - Chicago, Illinois

New York

(Continued from page 107)

Moe Rooder, chairman, provided suitable entertainment.

I. Schachter, dealer in watches, has moved from the seventh to the ninth floor in the building at 71 Nassau street.

John A. Poltock & Co., Inc. has been formed to take over the entire stock of the material and supply department of Cross & Beguelin. Officers of the new company are John A. Poltock, president; Henry Custer, vice-president; Harry Miller, treasurer, and Alfred Bamman, secretary. Mr. Poltock was formerly a member of Poltock & Seeler, who took over the firm of Cross & Beguelin.

H. J. Homrich spent a few weeks of the past month in New York City making purchases for his retail jewelry store in Huntington, West Virginia.

Henry Agate, Inc., 36 West 47th street, is a new company engaged in the manufacture of mountings and jewelry. Henry Agate, the proprietor, was formerly head of the Bonner Manufacturing Company.

Oppose Proposed Local Auction Law

Jacob H. Corn, counsel for the Association of United Auctioneers of New York City, a group of auctioneers who sell at wholesale, has submitted to President Joseph McKee of the Board of Aldermen a suggestion for a local auction law which does not meet with the approval of the Executive Board of Retail Jewelers' Associations of Greater New York. Mr. Corn's proposal follows:

> "On the sale of precious jewelry or precious stones, mounted, the auctioneer shall attach a tag or deliver an invoice on which shall be plainly written or printed the words, "Sold as is"; otherwise he shall, on each tag or invoice, correctly describe such article of precious jewelry or precious stones.
>
> "This section shall not apply to the sale at auction of any article where the purchase price does not exceed $25, nor shall it apply to an auction sale which has been previously advertised and where, previous to the day of the sale, a catalog shall have been prepared and been ready for inspection, and such articles of precious jewelry and mounted stones shall have been lotted up, consecutively numbered, and on display for inspection on a day or days previous to the day of the sale."

Jewelers object to the provision, "Sold as is" and also to the $25 minimum limit. The average sales unit of permanent jewelry auctions is far below $25, and the restrictions prescribed by the proposed local law, therefore, would apply to only a very small percentage of sales made. Years ago when a local auction law was under consideration a minimum $5 limit was suggested and even this was considered too liberal, the argument being advanced that many white stone sales are made under questionable conditions for less than $5.

The retail jewelers affiliated with the Executive Board are asking the Board of Aldermen for a local law that will not be emasculated, but will have teeth enough to cure many of the evils that are now common in jewelry auction rooms.

Swiss Government Opposes Exportation of Knockdown Movements

Exportation of watch movements *en chablon* or "knockdown" condition, according to advices received from Switzerland, lies at the bottom of many of the ailments of the Swiss watch industry. In a recent issue *La Federation Horologere* of Chaux-de-Fonds, pointed out that shipping movements in parts out of Switzerland is "just as ruinous for the Swiss watchmaking industry as for the American factories." It then cited that trade agreements or conventions prohibit exportation of movements in knockdown condition and expressed the hope that the Swiss organizations will be powerful enough to stop this practice. The trade conventions or agreements are sanctioned by the Swiss government and are enforced by the regularly constituted conventions courts of the land.

Gem Club Elects New Officers

The annual meeting of the Gem Club of New York was held on April 10, at which time Alan L. Brown was elected president, F. P. Brennett, vice-president, and George E. Waid, secretary-treasurer. The meeting was held at the Fraternity Club and was preceded by a dinner. Retiring President Harry F. Reig called for reports of the various committees and this was followed by the election of officers. A new entertainment committee was appointed for the ensuing year, consisting of W. T. Robinson, F. E. Simonson, Oren Porter and Harry F. Reig. Entertainment of the evening was furnished by members of the club and this was followed by a bridge tournament. The next monthly meeting will be held on May 8.

Three new officers of the Gem Club of New York City. (Left to right) ALAN BROWN, president; GEORGE E. WAID, secretary-treasurer and F. P. BRENNETT, vice-president

Awards for Jewelry Designs

John A. Brauer executed the prize-winning design for jewelry shown on April 15 at the exhibition of the class in jewelry design at Mechanics' Institute. The sketches as a collection were lauded by C. A. Jakobb, the instructor. The winning design was a bracelet, and had exceptional merit. Other designs by Mr. Brauer also brought special mention. He is employed by Dinhoffer Brothers, 150 Lafayette street. Other students who received honorable mention for their designs are Victor Bloch, Ralph Mattei and Joseph Canela.

Adolph Pusrin Honored at Dinner

More than 300 members of the jewelry trade in New York City, attended a testimonial dinner on the evening of April 24, at the Level Club, 253 West 73rd street, for Adolph Pusrin, 59 Chrystie street, who has been active for many years in trade, civic, benevolent and charitable organizations. William S. Stutz presided and cited a list of movements in which Mr. Pusrin has been a leader.

The occasion was sponsored by the New York Jewelers' Benevolent Association of which Mr. Pusrin was president for four years, his energetic efforts virtually doubling the membership in that time. On his retirement from the presidency he was made honorary president.

Speakers who stressed the splendid work of Mr. Pusrin and paid tribute to his fine qualities and his charitable activities included Louis Friedlander and

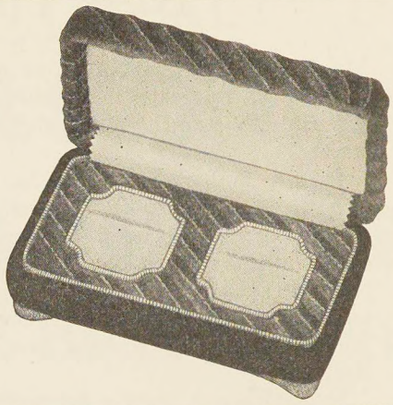
TWO NEW, COLORFUL NOVELTY CASE LINES

Dennisons

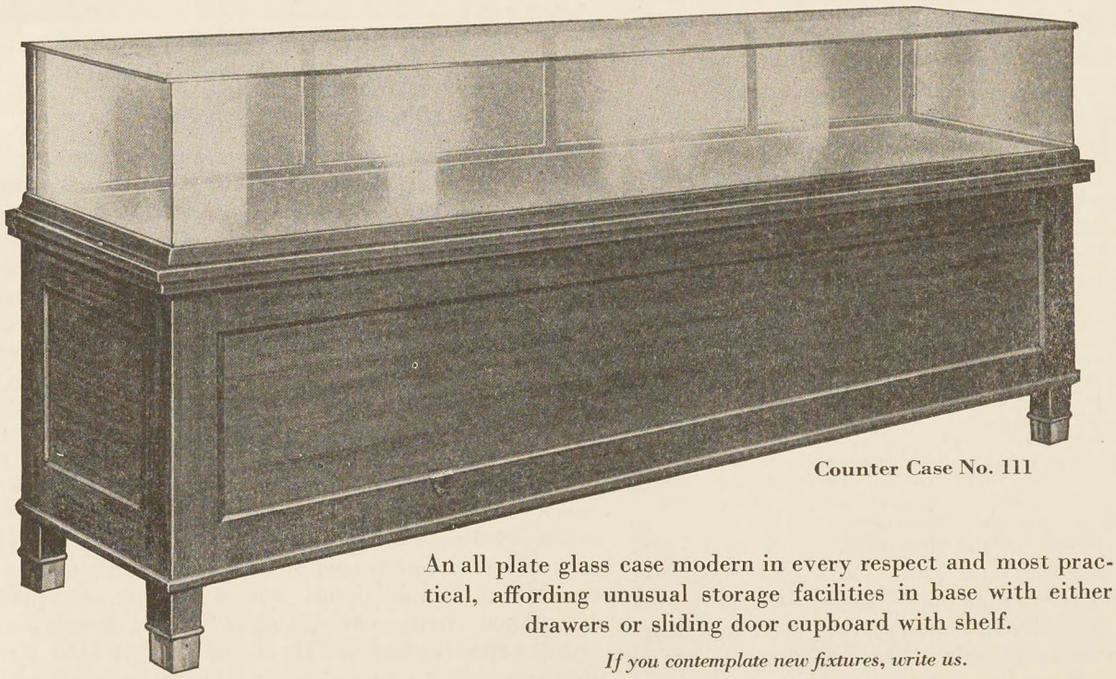
"3200X" Line: Gold striped nile green Texol, lined green, black and champagne; or black and orange Texol, lined black and champagne.

"4300X" Line: Embossed jade green and black velvet, lined green and champagne; gray and cerise velvet, lined gray, cerise and white. Gold feet.

Ask Your Jobber or Write *DENNISON*, Framingham, Mass.



GOOD FIXTURES will pay you SALES PROFITS



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WALL CASES TO MATCH

An all plate glass case modern in every respect and most practical, affording unusual storage facilities in base with either drawers or sliding door cupboard with shelf.

If you contemplate new fixtures, write us.

F. C. Jorgeson & Co.

Over forty years' experience building fixtures

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The Refractive and Motor Mechanism of the Eye

By WILLIAM NORWOOD SOUTER, M. D.

Associate Ophthalmologist
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A 350-page book profusely illustrated with 148 plates. This important and authoritative book covers the science of eye refraction in a very thorough manner. This book has been of valuable assistance to thousands of optometrists and ophthalmologists in giving them the foundation of their knowledge of refraction.

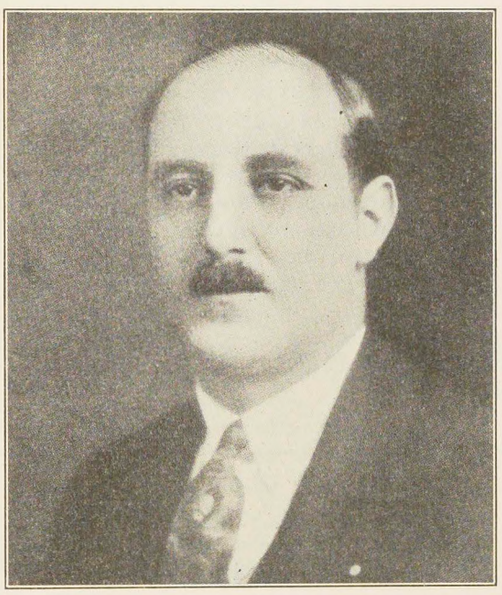
Bound in Silk Cloth—Price, $3.50

THE KEYSTONE PUBLISHING COMPANY
P. O. BOX 1424, PHILADELPHIA

New York

(Continued from page 183)

Jack Goldstein, past president and president respectively of the Benevolent Association, and Wm. Wagner of The Keystone Publishing Company. On behalf of those whom Mr. Pusrin has helped, Mr. Friedlander presented the honor guest with a silver loving cup



ADOLPH PUSRIN

appropriately engraved, while, on behalf of the Benevolent Association, Mr. Goldstein presented him with an elegant walking stick.

Lambert Bros., Inc. Will Move

After being at the corner of Third avenue and 58th street for half a century, Lambert Bros., Inc. has arranged to move to the firm's new building on the corner of Lexington avenue and 60th street. The change in location will be made some time in May. Plans are being formulated for an elaborate opening. August V. Lambert, president of the company, has a wide circle of acquaintances in New York City, including a number of public officials and prominent residents with whom he has been associated for years in civic and philanthropic movements.

Additional News Notes of the Trade

Dominick Messina has been sentenced to ten years in Sing Sing for his part in the attempted robbery of the Lussac Watch Company, 12 John street, on March 11. Police officers caught Messina as he was trying to escape from the building, but his two accomplices have not been arrested. The loss in the robbery amounted to about $1000.

The records show that he has served terms in both Elmira prison and the state penitentiary.

Untermeyer, Robbins & Co., Inc. has moved its offices and sales rooms to 136 West 52nd street where the factory has been located for several years. For the past five years, the executive offices and sales rooms were at 20 West 47th street.

Offices and sales rooms of Charles Keller & Co., are now at 136 West 52nd street. The factory in Newark, New Jersey, has been moved to 18 Crawford street in that city.

Louis Freund, of Henry Freund & Bro., spent the past month in the West calling on the trade. About two months ago he sustained a broken wrist when he slipped and fell on an icy sidewalk in Muskogee, Oklahoma. This compelled him to remain in New York about three weeks after his scheduled starting date.

Yeggmen Wreck Newark Jewelers' Safes

Safes in the offices of three jewelry manufacturing concerns in the building at 38-40 Crawford avenue, Newark, New Jersey, were cracked by yeggmen on the morning of April 22. From the safe of the Granite Jewlery Manufacturing Company the thieves stole jewelry valued at about $6500. The Henry C. Arnold Company lost jewelry valued at about $3000 and Heyeck & Co., about $1000.

Cross & Beguelin, 15 Maiden Lane, filed a voluntary petition in bankruptcy on April 19 after a court order was made directing that an equity receivership should not be made permanent. The receivership proceeding was started to conserve the interests of the firm and also its creditors.

Fred C. May, well known in the trade, has joined the sales force of Kittay & Blitz, diamond importers and cutters, 22 West 42nd street.

Al Foss is now the eastern representative for the Mandalian Manufacturing Company, North Attleboro, Massachusetts.

Sydney and Leo Davidson Admitted to Firm

Henry Davidson, who has been engaged in jewelry manufacturing for 35 years, has admitted his two sons, Sydney and Leo, to firm membership. The business has been moved from 51 Maiden lane, where it was located for the last 29 years, to 20 West 47th street and hereafter will be known as Henry Davidson & Sons, Incorporated.

The Duchess Pearl Company, making a specialty of restringing and matching pearls, has opened an office in Room 800, 20 West 47th street. The company's line includes stone necklaces.

After spending two months in California, William S. Manheimer, of Louis Manheimer & Bro., 20 West 47th street, returned to his office early in April. Joseph C. Goodman, of the same company, enjoyed a brief vacation in Bermuda during the past month.

After having been located at 121 Canal street for several years, I. Tannenbaum Co., watch importers, has moved to 48 West 48th street.

Charles O. Dahm, retail jeweler of Brewster, New York, died on April 4, at the age of 64 years. Surviving are his widow and a son, Alfred Dahm, who will continue the business. Mr. Dahm had been in the jewelry business at Brewster for thirty-eight years.

Platinum (Nominal Selling Prices)

Nominal selling prices on platinum, April 25, 1930, are quoted as follows:

Soft Platinum	$46.00
5% Iridio-Platinum	51.00
10% Iridio-Platinum	56.00

Do You Wear a Scarf Pin?

THAT the question, "Can We Put 100,000 Scarf Pins Into Use in the Next Ten Days?" as put to some 20,000 jewelers by Bartley J. Doyle in the April 22nd issue of the *Jewelry Trade News*, is meeting with a tremendous response throughout the trade, is indicated by the hundreds of letters now pouring in. In cities, large and small, the question of reviving scarf pins with jewelers themselves setting the example is a topic for spirited discussion.

Just as the cobbler's son is the one who usually goes barefooted while the tailor's boy holds up his torn breeches with a bent nail, so have the jeweler and those associated with him been notorious for their lack of personal jewelry. Now, following Mr. Doyle's suggestion, new force has been put behind the oft-repeated question: "How can jewelers expect to sell jewelry if they don't wear it themselves?"

Like most articles of adornment, jewelry sells because people see and admire it. If they don't see it, they don't buy it. And now, with more displays of scarf pins and—with every jeweler and jewelry salesman wearing them, a decided impetus will be put behind the sale of this item.

There is no reason in the world why scarf pins should not be popular—save one. That is the trade's own lack of initiative in pushing an article which required a certain amount of concerted effort to keep it in popular demand. With this overcome—and indications are that it is being overcome rapidly—the way will be open for new sales, new friends and new profits.

How do you stand?

Keystone Publisher on 10,000 Mile Tour of U. S.

Bartley J. Doyle to Study National Trade Conditions and View American Industry at Large

ON April 22, Bartley J. Doyle, president of The Keystone Publishing Company, and sponsor of the Jewelry Institute of America, left for a seven weeks' tour of the United States. He will cover approximately 10,000 miles and visit many leading cities where he will focus personal attention upon jewelry distribution and trends in the jewelry business.

Through conferences with wholesalers in key cities, Mr. Doyle will give special attention to competitive conditions and changing methods of distribution. Group meetings of jewelers will be held in many cities and Mr. Doyle will also be present at several conventions, including that of the California Gold and Silversmiths' Association to be held in Los Angeles, May 12 to 14.

The first of the sectional meetings took place in Pittsburgh, Pennsylvania, on the evening of April 23, under auspices of the Tri-State Chapter of the Jewelry Trade Association. Approximately 150 jewelers were in attendance, many of them coming from points far removed from Pittsburgh, including eastern Ohio and West Virginia. Mr. Doyle again reviewed the Jewelry Institute of America plan and demonstrated in no uncertain terms the immense advantages accruing to industries which are fully organized.

Particular emphasis was placed on the fact that, to up-grade the jewelry industry to a more satisfactory state, jewelers themselves must believe in jewelry and wear it as well. The long neglected scarf pin came in for a full share of the speaker's attention, as a case in point. As a result of Mr. Doyle's suggestions along this line, a director of the association got busy on the following day. Getting in touch with all of the downtown jewelers in Pittsburgh, he checked up and found that, from proprietors all down the line of male employes, every one was wearing a pin of modern design. In further support of the movement to revitalize scarf pins the jewelers promised to give prominent display space to them not only in their shop windows and cases, but to feature them in their advertisements as well.

Another mass meeting was held on the following evening at the Hotel Statler in Cleveland, under auspices of the 24-Karat Club of that city. This was preceded by a dinner, while many who could not be present for the meal, came for the meeting. As was the case at the Pittsburgh meeting, jewelers came from many surrounding towns and cities to learn of the work of the Retail Jewelry Trade Association, and to hear what is being done to make the jewelry business better

and more profitable for all concerned. A number of them took advantage of the opportunity to join the R. J. T. A. and the gathering was practically unanimous in its decision to support the scarf pin campaign.

Mr. Doyle's itinerary so far has been scheduled as follows:

April 23—Pittsburgh, April 24—Cleveland, April 25–30—Chicago, May 1–3—Cincinnati, May 6—St. Louis, May 7—Kansas City, Missouri; May 9—Dallas, Texas; May 12–15—Los Angeles, May 16–19—San Francisco, May 20–21—Portland, Oregon; May 23—Seattle, Washington; June 2—Minneapolis, June 3—St. Paul, June 4—Milwaukee, June 5—Chicago.

Not only will Mr. Doyle take up a number of important new and rising developments, particularly as related to marketing problems, but he will also ascertain the present status of the wholesaler in various districts, contact credit jewelers and note the progress of the latest developments in the field of retail merchandising.

"Every manufacturer, importer and wholesaler should make a trip of this kind periodically to get in close touch with actual conditions in the trade," commented Mr. Doyle, in announcing his tour. "Many a head of a business is handicapped by remaining at his desk and never gaining a real picture of what the jewelry industry is in a rational sense.

"Not only because of many friendships established among members of the jewelry trade, but also because of the opportunity afforded to study actual merchandising conditions at first hand, I would not undertake to estimate the value of such trips to me. They are priceless in more than one respect."

At the Pittsburgh meeting, all officers of the Tri-state Chapter of the Jewelry Trade Association were re-elected. They are:

The officers and directors are: Paul S. Hardy, vice-president of Hardy & Hayes Co., president; George C. Kelty, president and treasurer of M. J. Smit Company, vice-president; C. Glenn Sipe of Sam F. Sipe, secretary and treasurer, and George N. Anderson of the John M. Roberts & Son Co., assistant secretary. The directors are: H. W. Bikle, A. J. DeRoy, Frank W. Berger, Glenn Keating, W. W. Warrick, William J. Brosman, J. Loughrey Roberts, M. W. Rihn, G. Bastheim of Pittsburgh; J. P. Archibald of Blairsville; Howard F. McAnlis of Beaver Falls; Leon Rubin of East Liverpool, Ohio; Alex Rankin of McKeesport and C. M. Wilson of Salem, Ohio.

The Tri-State chapter now has 125 members and plans were discussed to make this membership even larger. In addition to Mr. Doyle, the association also heard J. S. Neely of Kittanning, secretary of the Commonwealth Protective Association of Pensylvania, speak on the garnishee law, and tell of the efforts to obtain legislation of benefit to all types of business and professional men. The chapter voted to indorse the garnishee law, after hearing it explained by Neely.

California Jewelers Merge

Charles E. Everard of the Everard Jewelry Company, Pasadena, California, and his father, E. F. Everard, have merged with Oscar Fresard who, in addition to operating two jewelry stores in Lucerne, Switzerland, has two branches in Los Angeles. Associated with Mr. Fresard and the Everards as store managers are H. E. Rapp and F. B. Morgan, the latter of whom will manage Everard & Co.

Howard Watch and Clock Companies Sold to Waltham Watch Company

Interests closely associated with the Waltham Watch Company have purchased the E. Howard Watch Works, Waltham, Massachusetts, from the Keystone Watch Case Corporation and have also acquired control of the E. Howard Clock Company of Roxbury, Massachusetts. It is planned to move the clock-making plant to the Waltham factory where the line of clocks will continue to be made. In the meantime, all watches in the process of manufacture at the E. Howard Watch Company will be completed after which it is expected that production will cease on this line, probably within a year.

Raymond S. Wilder, former manager of the Howard watch factory, is president and manager of the reorganized E. Howard Clock Company. Edward A. Bigelow, former president and owner of the old company, is vice-president with Chester L. Harris, of the Waltham National Bank, as treasurer and Miss Marguerite Belliveau, assistant treasurer. The board of directors comprises Charles W. Potter, chairman; Francis B. Sears, Mr. Harris, William P. Bartel, Clyde B. Morgan, Mr. Bigelow and Mr. Wilder.

The consolidation marks the reunion of two plants which were separated almost thirty years ago when the watch company was purchased from the United States Watch Company by the Keystone Watch Case Corporation.

Following reorganization, the E. Howard Clock Company will continue to manufacture tower clocks, sidewalk clocks, astronomical clocks, marine clocks as well as timepieces for household use. The company will also continue to make timing systems for public institutions as well as time clocks for bank vaults. Although it is expected to discontinue making Howard watches, the company will manufacture its line of precision instruments particularly those for use in aviation and electrical work which have been developed within the past few years.

Richmond 24-Karat Club Elects

E. Charles Kohler, of J. F. Kohler & Sons, was elected president of the Jewelers' 24-Karat Club of Richmond, Virginia, at its annual meeting held early in April. Mr. Kohler succeeds S. M. Schwarzschild, who served in this office for five consecutive years.

John J. Yarbrough was elected secretary, succeeding Morris Lutto, who, like Mr. Schwarzschild, held the office for five years. Other officers include: G. C. Cocke, first vice-president; John F. Kohler, 2nd, second vice-president, and S. P. Smith, treasurer.

California Jeweler Talks to Rotarians

George W. Graybeal, jeweler of Escondido, California, was principal speaker at a meeting of the Rotarians of that town. Mr. Graybeal chose as his subject, "The History of Timekeeping."

Conferees Agree on Higher Rates for Watches

Expect to Present Tariff Bill to President in May

SOME time in May, barring possible, but not probable, rejection of the conference committee rates by the Senate or House of Representatives, President Hoover will be presented by Congress with a tariff bill materially increasing rates on certain classes of watches and clocks, parts, jewelry and imitation pearl beads.

A feature of the measure will be the elimination of the present 10 per cent ad valorem duty on uncut diamonds and reduction from 20 to 10 per cent of the rate on cut stones.

The only item of interest to the industry on which the conferees could not agree was silver, carried on the free list by the House but given a duty of 30 cents per ounce by the Senate. After considerable discussion of the commodity, the conference committee decided to let the House determine whether it would agree with the Senate in the imposition of a duty.

The rate on jewelry of other than gold or platinum is increased to a level of 110 per cent ad valorem by adoption by the conferees of the House rate on jewelry valued above twenty cents per dozen pieces. This amounts to one cent per piece, plus three-fifths of one cent per dozen for each cent the value exceeds twenty cents per dozen, and 50 per cent ad valorem. The rate on gold and platinum jewelry remains at 80 per cent ad valorem, as it is at present. The Senate had continued this rate on all classes of jewelry.

The bead rates adopted by the conferees were a compromise between the House rates of two cents per inch and 20 per cent ad valorem on imitation solid pearl beads valued at not more than five cents per inch and the Senate rate of 60 per cent ad valorem. As agreed to by the conferees, the rates will be as follows: Valued at not more than one-fourth cent per inch, 60 per cent; valued at between one-fourth and one cent per inch, one-half cent per inch, and 60 per cent ad valorem; valued between one and five cents per inch, one cent per inch and 40 per cent ad valorem. The Senate rate of 90 per cent ad valorem on iridescent imitation solid pearl beads valued at not more than ten cents per inch was adopted by the conferees in lieu of the House rate of four cents per inch and 40 per cent ad valorem.

The watch paragraph proved to be a difficult subject for the conferees. When it was reached, it was turned over to Tariff Commission experts and the drafting clerk with instructions to see if the Senate finance committee provisions could be adopted in lieu of the House Provisions. The Senate had rejected its committee's amendments and had continued the present law. The committee provisions were reported back to the conferees, substantially as originally written, and were adopted. It was then discovered, that in some instances, the rates fell beyond the authority of the committee, which is limited to the highest or lowest rates of either House or some rate between.

Accordingly, it became necessary to redraft the whole paragraph, with the result that some of the watch duties were reduced, changes were made in the dial and jewel rates and a maximum and minimum were provided for the duties to be collected on sub-assemblies.

As finally agreed to by the conferees, the watch paragraph was as follows:

Par. 367. (a) Watch movements, and other timekeeping, time-measuring, or time-indicating mechanisms, devices, and instruments, all the foregoing designed to be, or such as ordinarily are, worn or carried on or about the person, if less than one and seventy-seven one-hundredths inches wide, whether or not in cases, containers, or housings:

(1) If more than one and one-half inches wide, $1.25 each; if more than one and two-tenths inches but not more than one and one-half inches wide, $1.40 each; if more than one inch but not more than one and two-tenths inches wide. $1.55; if more than nine-tenths of one inch but not more than one inch wide, $1.75 each; if more than eight-tenths of one inch but not more than nine-tenths of one inch wide, $2 each; if more than six-tenths of one inch but not more than eight-tenths of one inch wide, $2.25; if six-tenths of one inch or less wide, $2.50 each.

(2) In the case of any of the foregoing having no jewels or only one jewel, the above rates shall be reduced by 40 per centum;

(3) any of the foregoing having more than seven jewels shall be subject to an additional duty of 20 cents for each jewel in excess of seven;

(4) any of the foregoing shall be subject to an additional duty of $1 for each adjustment of whatever kind (treating adjustment to temperature as two adjustments) in accordance with the marking as hereinafter provided;

(5) any of the foregoing shall be subject to an additional duty of $1 each, if constructed or designed to operate for a period in excess of forty-seven hours without rewinding, or if self-winding, or if a self-winding device may be incorporated therein;

(6) any of the foregoing having more than seventeen jewels, whether adjusted or unadjusted, and whether with or without dials shall, in lieu of the duties provided in clauses (1), (2), (3), (4), and (5), be subject to a duty of $10.75 each.

(b) All the foregoing shall have cut, engraved, or die sunk conspicuously and indelibly on one or more of the top plates or bridges: The name of the country of manufacture; the name of the manufacturer or purchaser; in words and in Arabic numerals the number of jewels, if any, serving a mechanical purpose as frictional bearings; and, in words and in Arabic numerals, the number and classes of adjustments, or, if unadjusted, the word "unadjusted."

(c) Parts for any of the foregoing shall be dutiable as follows:

(1) Parts (except pillar or bottom plates, or their equivalent bridges, or their equivalent, and jewels) imported in the same shipment with complete movements, mechanisms, devices, or instruments, provided for in subparagraph (a) of this paragraph (whether or not suitable for use in such movements, mechanisms, devices, or instruments), 45 per centum ad valorem; but this clause of this sub-paragraph shall not be applicable to that portion of all the parts in the shipment which exceeds in value 4 per centum of the value of such complete movements, mechanisms, devices, or instruments;

(2) pillar or bottom plates, or their equivalent, shall be subject to one-half the amount of duty which would be borne by the complete movement, mechanism, device or instrument for which suitable;

(3) each assembly or sub-assembly (unless dutiable under clause (1) of this subparagraph) consisting of two or more parts or pieces of

metal or other material joined or fastened together, shall be subject to a duty of 3 cents for each such part or piece of material, except that in the case of jewels the duty shall be 20 cents instead of 3 cents, and except that in the case of pillar or bottom plates or their equivalent the duty shall be the rate provided in clause (2) of this subparagraph instead of 3 cents, and except that in the case of a balance assembly the duty shall be 50 cents for the assembly instead of 3 cents for each part or piece thereof. No assembly or sub-assembly shall be subject to a greater amount of duty than would be borne by the complete movement, mechanism, device, or instrument for which suitable, not to a less amount of duty than 45 per centum ad valorem. For the purpose of this clause a balance assembly shall be an assembly consisting of a balance wheel, balance staff, and hairspring, with or without the other parts commercially known as parts of a balance assembly. For the purpose of this clause bi-metallic balance wheels (not part of a balance assembly) and mainsprings with riveted ends, shall each be considered as one part or piece;

(4) all other parts (except jewels), 65 per centum ad valorem.

(d) Jewels, unset, suitable for use in any movement, mechanism, device, or instrument, dutiable under this paragraph or paragraph 368, or in any meter or compass, 10 per centum ad valorem.

(e) Dials for any of the foregoing movements, mechanisms, devices, and instruments, if such dials are less than one and seventy-seven one-hundredths inches wide and are imported separately or attached to any of the foregoing movements, mechanisms, devices, or instruments having not more than seventeen jewels, five cents each and 45 per centum ad valorem. Dials for any of the movements, mechanisms, devices, or instruments provided for in this paragraph shall have stamped, cut, engraved, or die sunk, conspicuously and indelibly thereon the name of the country of manufacture; which marking, if the dial is imported attached to any of the foregoing movements, mechanisms, devices, or instruments, shall be placed on the face of the dial in such manner as not to be obscured by any part of the case, container, or housing.

(f) All cases, containers, or housings, designed or suitable for the enclosure of any of the foregoing movements, mechanisms, devices, or instruments, whether or not containing such movements, mechanisms, devices, or instruments, and whether finished or unfinished, complete or incomplete, except such containers as are used for shipping purposes only:

(1) If made of gold or platinum, 75 cents each and 45 per centum ad valorem;

(2) if in part of gold, silver, or platinum, or wholly of silver, 40 cents each and 45 per centum ad valorem;

(3) if set with precious, semi-precious, or imitation precious, or imitation semi-precious stones, or if prepared for the setting of such stones, 40 cents each and 45 per centum ad valorem;

(4) if of base metal (and not containing gold, silver, or platinum), 20 cents each and 45 per centum ad valorem;

(5) any of the foregoing cases, containers, or housings, if enameled, shall be subject to an additional duty of 15 per centum ad valorem.

(g) Any of the foregoing cases, containers, or housings, shall have cut, engraved or die sunk, conspicuously and indelibly, on the inside of the back cover, the name in full of the manufacturer or purchaser and the name of the country of manufacture.

(h) For the purposes of this paragraph the width of any movement, mechanism, device, or instrument, shall be the shortest surface dimension through the center of the pillar or bottom plate, or its equivalent, not including in the measurement any portion not essential to the functioning of the movement, mechanism, device, or instrument.

(i) For the purpose of this paragraph and paragraph 368 the term "jewel" includes substitutes for jewels.

(j) An article required by this paragraph to be marked shall be denied entry unless marked in exact conformity with the requirements of this paragraph.

Court Decision Favors Trustees of C. W. Bailey Estate

After litigation covering a period of almost five years, trustees of the estate of the late Charles W. Bailey, former president of Bailey, Banks & Biddle Co., Philadelphia, Pa., obtained a favorable decision against Mrs. Emilie Bailey Collet, daughter of the deceased head of the jewelry concern, in a majority opinion handed down in the Orphans Court. The victorious trustees are Harvey Gourley, attorney for Mr. Bailey before his death, David E. Hilsee, president of the company and William K. Haupt, a broker.

At the recent annual meeting of The Bailey, Banks & Biddle Company, Mr. Hilsee was re-elected president with all other officers also being re-elected as follows: Andrew Alexander, Jr., vice-president and treasurer, Charles D. Schufele, secretary and E. Harvey Lippincott, secretary. The following directors were chosen: David E. Hilsee, Andrew Alexander, Jr., Charles D. Schaufele, Harvey Gourley and W. W. Hibbert.

Cop Mistakes Jeweler for Burglar

Samuel Shapiro, jeweler of 3529 Reading road, Cincinnati, Ohio, recently had the unique experience of being mistaken for a burglar in his own store. As he was passing the store one night the burglar alarm rang and he went inside to investigate. While he was there a private policeman appeared and covered him with a revolver. Mr. Shapiro did some tall explaining before he convinced the cop of his identity. It is believed the alarm was set off by someone leaning against the door.

Remodeled Boswell Store Is in Tulsa—Not Oklahoma City

As the result of a slip of the reportorial typewriter, A. Y. Boswell Company, well-known Oklahoma jewelers, were reported in the April KEYSTONE as having opened a splendidly remodeled store in Oklahoma City. As a matter of fact, this concern does not operate in Oklahoma City, its store being in Tulsa.

It is expected that a number of interesting illustrations of this unusual store will be presented to KEYSTONE readers at an early date.

Have You Seen This Watch?

THE KEYSTONE has been requested to help locate a Howard watch lost in 1925 by L. A. Schreiber, 3706 Seventy-second street, Jackson Heights, New York, somewhere between Birmingham, Alabama, and New Orleans, Louisiana. The watch is described as follows: Howard Movement 1251246, Ionic, Case 1011873, "795" Grade 17-J. Dial Roman, Case Grade Crescent, Style PP.

Any jeweler who has seen the watch or knows its whereabouts will confer a kindness if he will get in touch with Mr. Schreiber.

H. Blanchard Burnham

H. Blanchard Burnham, president of the Ripley Howland Manufacturing Company, Boston, Massachusetts, died April 17 in his seventy-seventh year. He had been identified with the jewelry business for fifty years.

Mr. Burnham was born in Rockport, Massachusetts, but moved to Biddeford, Maine, at an early age. He came to Boston in 1879, when he became associated with Nathaniel L. Ripley and John Howland. Mr. Ripley dropped out of the business thirty years ago, and Mr. Howland a few years later. Mr. Burnham's home was in Malden.

Oklahoma Jewelers in Annual Convention

MORE than one hundred members attended the annual convention of the Oklahoma Retail Jewelers' Association held in Oklahoma City, April 14th and 15th. J. J. Jones of that place, was unanimously re-elected president with N. C. McCoy of Cushing, first vice-president; Frank White, of Guthrie, second vice-president, and J. W. Owsley, of Chickasha, third vice-president. The new advisory board includes M. B. Smith, of Pauls Valley; Frank Ward, of Anadarko; Neal Stanley, of Ponca City; J. T. Rutherford and Walter C. Dean, Oklahoma City, and A. Y. Boswell, of Tulsa. N. O. Barnhill, of Oklahoma City, was elected to succeed N. C. McCoy as secretary.

Outlining activities of the officers during the past year, President J. J. Jones, Oklahoma City, reported that membership had increased materially above that of last year and that the outlook for the future was bright.

Harry B. Rutledge, of the Oklahoma University School of Journalism, in an address declared: "There is just as much reason for a jeweler's advertising as there is for his being in the business," he began. "You are in business to sell merchandise at a profit. This profit can only be realized from turnover, and turnover can only be obtained by advertising—by advising the public what you have to sell that they want."

The speaker stressed the value of gift appeal, asking how many are already planning their graduating season campaign.

"Often the customer does not know just what he wants, but you know—and you know what he should have—you have it among your merchandise and it is your error if you fail to place it before him in a manner that will interest him—and sell him."

One of the principal convention addresses was delivered by Arthur A. Everts of Dallas, Texas, regional vice-president of the A. N. R. J. A. In addition to outlining the work of the national body, Mr. Everts gave his hearers many helpful pointers on making their businesses more satisfactory and profitable. He placed particular emphasis on selling only high-grade merchandise for the reason that sentiment plays such a prominent part in the jewelry business and can only attach itself to goods which endures.

Another message brought by this speaker was that three months' free service on a new watch was found to be more satisfactory than a year guarantee. He explained that, in his store, when a watch was sold the three months' free service was accented with the request that the customer bring it in every week just to let the jeweler see how it is running. This not only creates a friendly feeling, but gets the potential customer into the store, where he may become interested in other items. Calling his attention to a certain item is often good policy, such as: "Here, John, is something I want you to see. It is one of the nicest of its kind I have ever seen, and I just want to show it to you.

"Watch your buying and find items that will turn rapidly," added Mr. Everts. "We found a $5 plated cream and sugar set that became very active. In fact, turned itself 10 times within a year, so we repeat on it. Study your trade and find what appeals to them and push it."

Resolutions adopted favored reduction of tariff rates on precious stones and passage of the Capper-Kelly Fair Trade Bill to legalize price maintenance. The retailing-wholesaler also came in for consideration when it was urged to make it possible to take legal action against wholesalers who do not live up to the definition of a wholesaler as contained in the jewelry trade practice rules formulated under direction of the Federal Trade Commission.

Joseph Mazer, now of New York, formerly of Oklahoma and first president of the Oklahoma Association, took an active part in the convention, leading round-table talks and answering queries from the question box.

A spirited talk given by Joe Buckinham, resolved itself into a challenge to retail jewelers to do a better job of selling. He argued that to sell successfully, a jeweler must first be sold himself and all of his salesmen must be sold, stating that a chronic indifference of salesmen is hard to eliminate.

A wealth of entertainment was provided for the members and their wives. A luncheon the first day, given by the Oklahoma City Retail Jewelers, filled the noon hour, and a banquet was given by the association the same night. The following night more than 250 guests were entertained by the Traveling Men's Association at a banquet, followed by a dance. A snappy program of æsthetic dancing lent to the success of the entertainment which was presided over by Verne C. Murrah, of Storm-Cummings Company, of Dallas, Texas.

The Sooner Jooler Travelers were on the job throughout the convention and also held their annual get-together in connection with it. W. C. Winters was elected president of this group succeeding Verne C. Murrah. Metler Parks was chosen vice-president; Cliff Shetler, second vice-president and Gus Steinbeck, secretary.

Pennsylvania Jewelers Will Hold Convention in York

The 25th anniversary convention of the Pennsylvania Retail Jewelers' Association will be held Monday and Tuesday, May 19th and 20th, at the Yorktown Hotel, York, Pennsylvania, according to a recent announcement by President Fred J. Cooper of Philadelphia.

The association's convention committee, comprised of William Sutton, Ralph Seaman and William Bode, journeyed to York during April and found local jewelers ready to co-operate with the association in bringing its silver anniversary gathering to their city.

A number of features, among which will probably be a silver showing are being planned.

Isadore Benjamin Morris

Isadore Benjamin Morris, sixty years of age, jeweler of Sherman, Texas, died on April 9th, following a short illness. Born in Germany in 1870, Mr. Morris had been in business in Sherman for twenty years and was very active in civic affairs. He is survived by his widow and one daughter.

Nabstedt Heads Iowa Association

Annual Convention Held in Des Moines

A. H. NABSTEDT of Des Moines was elected president of the Iowa Retail Jewelers' Association at its 25th anniversary convention, held late in April in that city. Simultaneously with his election, the association entered into a state expansion movement, and the Des Moines jewelers took initial steps toward forming a local association. To perfect this plan during the coming year the state association voted to hold its 1931 gathering in Des Moines.

Charles Rowe of Chariton, Iowa, was re-elected vice-president, and W. T. Clark of Sioux City, was renamed secretary-treasurer. The retiring president, L. S. Robinson of Glenwood, and A. E. Curry of Shelby were named on the board of directors.

Evils affecting the jewelry trade were denounced in resolutions passed by the entire body. Manufacturers of plated silverware with "unreasonable long wear guarantees" were requested to abolish this practice as misleading and detrimental to the retail jeweler. Another resolution deplored the action of the Western Clock Company in placing a two-year guarantee on alarm clocks, this being viewed as impractical and against the best interests of the jeweler.

A protest was voiced against the practice of manufacturers of gold jewelry, who cover these precious metals with chromium plate, as lowering the standards previously maintained by jewelers. A protest was also registered against the proposed thirty cents per ounce import duty on silver as unsound economics and an unwarranted burden upon the manufacturers and dealers in silver products.

The Jewelry Trade Association was heartily endorsed by the Iowa jewelers in a resolution expressing the hope that "its efforts will not have been in vain, and that it will soon function in behalf of the jewelry industry."

The Capper-Kelly price maintenance bill was strongly favored in a resolution urging all jewelers to inform their senators and representatives of their vital interest in its passage.

"Net price" catalogues were roundly scored and each jeweler receiving literature of this sort through the mail was requested to return it to the sender with his protest. A recommendation was made to the American National Retail Jewelers' Association that the present method of marking retail prices in catalogues be changed.

L. C. Tallman of Ames was chairman of the resolutions committee. Serving with him were: Charles A. Rowe and H. J. Birkstrand. On the nominating committee were: R. B. Swenson of Ottumwa, J. E. Sears of Greenfield, and A. H. Nabstedt of Des Moines. A. E. Curry of Shelby was chairman of the auditing committee, which also included Mr. Nabstedt and H. Kunath of Spencer.

A. C. Becken, Jr., head of the A. C. Becken Company, Chicago, was one of the principal speakers and brought the convention much food for thought in the form of concrete suggestions as to what he would do if he were a retail jeweler. Among other things, he said that the jeweler should spend more for advertising than for rent, keeping advertising expenditures at a minimum of not less than 6 per cent of the total volume. He also said that he would operate his store on a dignified time payment basis, inasmuch as the old style cash and charge jewelry store is now finding difficulty in competing with other lines. Mr. Becken also said that, if he were a retailer, he would try to see how few sources of supply he required rather than how many. He added that he would build up his mailing list to blanket the community and use it frequently, and that he would not hesitate suggesting a hall clock to the builder of a new home, or even an alarm clock to the boy who is leaving for college.

Retiring President Robinson, who presided, placed emphasis on store organization and decried the activities of retailing wholesalers in the jewelry field. He said that the jeweler can buy little or nothing outside of his own lines at wholesale, while other merchants can buy almost anything to be had in a jewelry store.

Other speakers included Lafe Major, Ralph Plumb and President P. J. Coffey of the National Jewelers' Publicity Association, who delivered an educational talk on diamonds.

Two special guests at the Iowa association meeting were: Henry F. Stecher of Milwaukee, treasurer of the Wisconsin association and J. Hendrickson of Omaha, secretary of the Nebraska Retail Jewelers' Association.

Mr. Stecher outlined the growth of the Wisconsin association and urged Iowa to adopt the plan of district units.

Robert B. Barton, sales manager of the Elgin National Watch Company, was the concluding speaker. "Bootleggers and thieves" associated with the jewelry industry were denounced by Mr. Barton in his talk on better business practices. Resounding "Amens" greeted his declaration that he had no use for the retailing wholesaler.

In a survey conducted by the Elgin Watch Company of 3100 retail outlets, he declares, 50 per cent were based on unfair and dishonest representation of merchandise—all with one objective; to sell merchandise to the consumer at increased profit. In closing, Mr. Barton advised closer co-operation in all branches of the industry to promote better business practices and aggressive action against those in any branch of the business who are destroying public confidence in the trade at large.

Buffalo Jewelers Selling Stocks at Auction

Leininger-Oelheim Company, Incorporated, jewelry concern of Buffalo, New York, is liquidating its entire stock at a public auction, which began April 1. The stock, according to Mr. Leininger, is valued at $200,000. He states that the reason for liquidating is because Mr. Oelheim, who came into the firm about ten years ago, wished to discontinue in the business. This firm has been established since 1880.

A. H. Hoyler, who has conducted a store in Buffalo for the past thirty-two years, also started an auction Saturday, April 5, which will continue until the stock is sold. He says his stock is valued at approximately $30,000.

Additional Chicago Notes

Jos. S. Stein, of the Stein & Ellbogen Co., represented the jewelry industry on the Chicago Chamber of Commerce Southern Good-Will tour held during April.

S. A. Peck & Co. Move

S. A. Peck & Co. have opened a well-equipped watchmaking and repair shop in the Pittsfield building. This concern was formerly in the Heyworth building, but following the recent return of S. A. Peck from Europe, the move to the present quarters was made.

Central Watch Company, 5 South Wabash avenue, of which Chas. Dvorkin is the head, has moved into more spacious quarters in the same building. Sol Dvorkin, who used to be associated with his father in the business, has retired in order to devote his time to the practice of law.

C. Arthur Lundquist, western manager for Geo. H. Fuller & Sons Co., accompanied by Mrs. Lundquist and their son, returned the middle of April from Florida, where they had been vacationing for about a month.

Wm. A. Lamb, of the Geo. H. Fuller & Sons Co., returned during April from the Pacific Coast. He had been out there since last December.

G. H. Fuller, president of Geo. H. Fuller & Son Co., Pawtucket, Rhode Island, spent a few days in Chicago en route to California, where Mrs. Fuller and he will spend a brief vacation. They were accompanied to Chicago by Fred G. Perry, factory superintendent, who, after spending some time at the Chicago office, returned to Pawtucket.

Samuel Lewitan

Samuel Lewitan, Chicago diamond broker with offices at 29 East Madison street, died Saturday, April 19, from a heart affliction. He became ill about ten days previously. Funeral services were held Monday, April 21, at the chapel at 4437 Broadway, and interment was at Waldheim Cemetery. Mr. Lewitan was 65 years of age and has been engaged in the jewelry business in Chicago practically all his life. Formerly he operated a retail jewelry store, giving it up to deal in diamonds about fifteen years ago. He is survived by his widow, three daughters and one son, Leo, who was associated with him in business.

Charles D. Baum Moves

Charles D. Baum, jeweler of Chicago, Illinois, opened his new store in the Central Plaza Hotel at 327 North Central avenue, on May 1st. Mr. Baum was formerly located at 5640 West Lake street.

Watch Smugglers Sentenced—Customs Appraisers Arrested

Joseph Feinstein, 83 Canal street, New York City; Max Epstein of Morris Epstein & Bro. 20 West 47th street, and Richard Beishuns, all of whom pleaded guilty in connection with the smuggling operations of the so-called Feinstein ring, were each sentenced, on April 25, to serve a year and a day in Atlanta prison. On the same day that a federal judge imposed sentence on the confessed smugglers, two Customs appraisers, Samuel Stansfield, and William F. Gilroy, both employed in the dishes and earthenware division, were take into custody on a charge of accepting bribes and conspiring to smuggle. They were held on the bribery charge, bail being fixed at $2000 each. John De Valstead, an appraiser in the bronze division, was suspended from duty on the same day at the request of the office of the U. S. District Attorney.

Commenting on the latest developments in connection with the watch smuggling investigation, United States District Attorney Charles H. Tuttle said that the two Customs appraisers under arrest had made a confession to Assistant United States District Attorney Alvin McK. Sylvester who is in charge of the smuggling cases. They admitted having allowed eleven illegal shipments of watches and watch movements to enter in 1929, and said that they received $500 each for every shipment, except that when the lots were exceptionally large they received more money. In all, they were paid a little over $7,000.

Confessions made by Solomon Rubman, Paul Rabkin and Joseph Y. Perelman, principals in the Superfine Watch Company ring, and by members of the Feinstein ring implicated the federal employes, and it is asserted in the trade that there will be further developments—perhaps far more startling than anything that has taken place since the first seizures were made last September.

It is estimated that Stansfield and Gilroy admitted duty free watches and watch movements valued at more than $1,000,000, the Government's loss in duties being $359,000. In connection with their arrest, it will be recalled that, when the Superfine Watch Company seizure was made, it consisted of eight cases of "earthenware" which proved to be watch movements worth about $250,000. The Feinstein seizure consisted of two cases of "chocolate," watches and watch movements worth over $100,000.

Alvin McK. Sylvester, assistant United States District Attorney, who is in charge of the watch smuggling cases, has furnished the following list of trade names of watches involved in the smuggling operations:

Superfine Watch Company: Albus, Ultus and Metro. Feinstein ring: Mormac, Epbro, Jayeff, Agwa, Relief, Weisbro, Probell, Dwelsa.

Wholesalers to Convene in Atlantic City June 10-11

Tuesday and Wednesday, June 10th and 11th, have been definitely set as dates for the 23rd annual convention of the National Wholesale Jewelers' Association. As previously announced by Secretary George A. Fernley, this will be held in the Shelburne Hotel in Atlantic City, where an unusually large turnout is anticipated.

Those who plan to attend are requested to communicate directly with the hotel for accommodations.

New Store Opened in Baltimore

M. Greenbaum & Sons have opened a modern jewelry store at 104 North Howard street, Baltimore, Maryland. The Greenbaum store at 2200 E. Monument street is being remodeled to correspond with the new establishment. This concern also contemplates opening another branch late in August or early in September.

Indiana Jewelers Hold Annual Convention

J. P. HAGEL of Washington, Indiana, was re-elected president of the Indiana Retail Jewelers' Association at the annual convention held recently at the Hotel Severin in Indianapolis. Miss Christine Becks of Michigan City, the only woman jeweler present, was named vice-president with Earl F. McConnell of Oakland City as secretary and Frank Kroetz of Valparaiso, treasurer. At the last convention Mr. Hagel was named vice-president and succeeded to the presidency on the resignation of Ernest Lamy of Lafayette.

Warren Miller of Princeton and H. E. Lodde of Lafayette, are the two new members of the executive committee, other members including W. G. Conn of Charleston, Edward O. Little of Auburn and Joseph Kern of Terre Haute.

In resolutions adopted, the organization frowned distinctly on all guarantees, particularly the two-year clock guarantee. It seemed the opinion of all present that such a guarantee by the manufacturer would mean nothing but grief to the retailer, who would bear the brunt of the reaction. The question of guaranteeing 14-karat gold-filled cases for any given term was also turned down. It was pointed out that the chain and mail order houses are putting a guarantee on cases, but the jewelers thought this would not affect their sales to any extent and would rid them of loss of good-will in making adjustments.

Chromium plating was viewed with disfavor while other resolutions commended the Elgin National Watch Company for its action in attempting to rid the trade of many abuses and urged that other manufacturers take similar steps. A vote of thanks was given to Fred From and Harper J. Ransburg, for their activity in making the convention a success.

In his opening remarks President Hagel pleaded for a strong state organization stating that there were many matters of importance to Indiana jewelers which cannot be acted on satisfactorily except by an important state association.

William E. Balch, manager of the Indianapolis Merchants' Association, in a talk on "Store Economies," declared that many merchants place too much stress on volume and not enough on profit.

"Many firms today," he said, "make less profit, but get more volume. Extravagant practices have crept in and it is important that they be eradicated. Our big stores have reduced their deliveries three-fourths. Returned merchandise amounted to 14 per cent of the volume and they are taking steps to reduce this by 50 per cent. Fancy gift packages last year cost seven local stores more than $75,000 or an average of 9½ cents a package. Beginning May 1, these stores will charge 10 cents extra for placing merchandise in attractive wrappings. We are running the shoplifter out of Indianapolis and he is going to your town. You'll have to watch him for we found a 13 to 15 per cent stock shrinkage in our stores. Particularly in smaller towns, you are too free in extending credit. Conserve your advertising. The day of the ballyhoo is past. A small advertisement intelligently written and not stressing price appeal, is more valuable than a page of extravagant claims which few people believe.

"We are too much worked up regarding the chain store. Don't spend money in attempting to eliminate them by legislation, for they're here to stay for a time. Instead, spend your money in intelligent competition with them. Personality, care in buying, care in merchandising, individual and distinctive merchandise will put you on a par with the transitory chain store manager—and then some."

Robert F. Branch, assistant sales manager of the Elgin National Watch Company, discussed that concern's plans for 1930. He began by asking a phantom retailer how much it cost him to open the front door, taking rent, insurance, salaries, depreciation, losses on business and other fixed charges into full consideration.

Among other questions asked and discussed by Mr. Branch were: Do you know the per cent of salary cost for each sale? What is your average sale? What percentage of your sales goes for rent? How much ledger and cash business do you do? What is your turnover on your ledger account? How much does money cost you? Do you know the actual profit per watch sale?

With regard to advertising, Mr. Branch told his hearers that, if they were spending less than 4 per cent or more than 8 per cent of their gross sales for advertising, they were losing money.

W. C. Griffith, a radio distributor, talked on "Radio as a Side Line." He said radio selling has changed from a "racket" to a sound business proposition offering a real opportunity to jewelers, some of whom have already started selling sets. Before taking on a line, however, Mr. Griffith urged the jeweler to investigate the manufacturer's reputation, his finances and his capacity to give service. In financing radio sales, he suggested that jewelers use their own banks if possible in preference to the so-called finance institutions. He remarked that the quick obsolescence of the radio made for fast turnover and large profits.

Harper J. Ransburg of Indianapolis talked on "Chinaware as a Sideline." He said the old-time groceries and hardware stores that used to handle chinaware have gone out of these lines for the most part and that the cheaper merchandise is now being handled by the chain variety stores.

"How can you expect to sell silver and fine glassware and not sell china?" he asked. "You can install lovely china in sufficient quantity for the ordinary store for the price of one good diamond. Moreover, you need no new fixtures—but you must select your patterns with care."

William H. Rindt of Richmond, Indiana, was master of ceremonies at the annual convention banquet.

Buy Jewelry Store in San Jose

E. A. and Donald Page of Campbell, California, have purchased the Midget Jewelry and Diamond Den at 26 East San Antonio street, San Jose, California. Both partners have been associated with the jewelry business for a number of years.

Industry's Protest Against Silver Duty Commands Attention

Defeat of Measure Practically Certain if Concerted Effort Is Continued by All Branches of the Trade

VIGOROUS protests by jewelry trade organizations, firms and individuals, had the effect of having the proposed duty of 30 cents an ounce on silver referred back to the House of Representatives and the Senate by the tariff conferees for further instructions. Just when a vote will be taken on the silver schedule is problematical but jewelry trade leaders and others who have been active in the movement to defeat the proposed tariff urge that there be no let-up in the efforts to get senators and representatives to vote against this uncalled for and useless duty. The silver amendment to the tariff act is sponsored by Senator Pittman of Nevada, a silver producing state. It was defeated once in the Senate during consideration of the tariff, but on a second vote it was carried by a very substantial majority.

Chairman Hawley of the House Ways and Means Committee agrees with the position taken by the jewelry industry, namely, that the silver situation does not involve a tariff problem, and that the only possible benefit that might accrue would be to silver producers. While Mr. Hawley's position indicates that the silver amendment will meet with defeat in the House, this is not certain, and officers of the Jewelers' Vigilance Committee, which has been leading the attack on the proposed duty, fear that failure to continue and augment the protest up to the last minute might permit some development that would include the silver amendment in the final draft of the tariff bill. Consequently, jewelers, as individuals and through their state and local organizations, are urged to voice their disapproval of the proposal in no uncertain terms.

Immediately after the Senate adopted the Pittman amendment, the Jewelers' Vigilance Committee compiled a protest which set forth that silver is not a commodity in the accepted sense, that a duty thereon involves complications not germane to ordinary commodities, and that the measure will yield no revenue, but will levy a bounty on the consumer in favor of the producer without any regard to foreign competition.

Leadership of the Jewelers' Vigilance Committee in opposing the silver amendment was followed by other important trade bodies, including the Sterling Silversmiths' Guild of America, the American National Retail Jewelers' Association, the New York Silverware Association, Inc., the New England Manufacturing Jewelers' and Silversmiths' Association, and a line-up of state and local retail jewelers' organizations.

Handy & Harman, refiners, and internationally known authorities on silver at once called attention to the fact that the price of silver is governed by conditions throughout the world and that passage of the so-called Pittman Act would lead to serious complications. The firm issued a statement which read in part:

> "The object of this supposed tax is apparently to benefit the silver mining industry in the United States, but it is difficult to see how this result could be accomplished as long as our country produces a large amount of silver in excess of domestic consumption. The tariff might possibly be made effective through the formation by producers of an export association for the purpose of taking care of the exportable surplus.
>
> "If, however, the domestic price of silver should be raised, it would more than likely decrease consumption and invite foreign competition on manufactured articles. Any decrease in consumption would be to the disadvantage of the producers. Higher prices, on the other hand, would tend to increase production at the mines. Both of these factors are the exact opposite of what the silver market needs.
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> "Should the proposed tariff not raise the internal price of silver, no advantage would accrue to the miners, and as the Government would not be likely to get any revenue from the tariff on silver, the duty would make business in silver difficult without benefit to either the producers or the Government."

The real hope for silver, according to Handy & Harman, seems to lie in the possibility of its being re-established to some extent in its former important place in the coinage systems of the nations of the world, or its use in conjunction with gold as a reserve against currency issues.

In the brief of the Jewelers' Vigilance Committee it is shown that, in 1929, the United States imported 115,000,000 ounces of silver, that the United States produced 60,100,000 ounces, and that world production was 256,000,000 ounces. Consumption in the United States was approximately 28,000,000 ounces, the same as in 1929. This left for export about 30,000,000 ounces of silver.

With these telling statistics, the Vigilance Committee plainly illustrates the absurdity of talking about collecting a duty on silver imports when domestic consumption is only half as much as domestic production.

The Pittman Act would permit importation of silver duty free for smelting and refining purposes—the metal, of course, not to be sold in the United States. It is feared this procedure would cause no end of complications, especially since it would set up two silver classifications in the United States, namely, silver that could be sold for domestic consumption and that which could not.

The chief concern of the jewelry industry in the matter of the proposed duty is the effect that a tax of 30 cents an ounce would have on the silverware business. Regarding this the Jewelers' Vigilance Committee says:

> "Manufacture of silverware uses more than 50 per cent of the domestic consumption. Should the manufacturer be com-

pelled to pay a premium of 30 cents an ounce for his silver, he would be unable to compete against foreign manufacturers, even if there should be a duty of 65 per cent ad valorem on importations of manufactured silverware. Foreign labor cost is about half of the domestic cost and with the duty in operation foreign manufacturers would have the advantage of 30 cents an ounce in the cost of raw material."

Arguments advanced by Senator Pittman on behalf of his amendment are termed specious by the Committee which adds:

"It is contended that there is a substantial dumping of silver into the United States, but this is impossible because our country's consumption is only half of its production. The argument also is made that silver mines in this country shut down when the price of silver goes as low as 40 cents an ounce, but this statement is unwarranted because in February, 1930, when the price of silver was down as low as 40 cents an ounce, production in this country fell off less than 2 per cent."

Warning against tampering with silver because of world-wide implications, the Vigilance Committee states that enactment of the proposed duty would be highly risky. The only possible benefit which might accrue would be limited to the silver producers of a few states and this by no means warrants the levying of a tariff that would be sure to create a chaotic condition in the silver business of the world as well as force some of the large domestic silver consumers to establish their industries in other countries.

Harry C. Larter, chairman of the Jewelers' Vigilance Committee, urges that the opposition to the proposed amendment be continued until there is positive assurance that the measure has been rejected.

Vigilance Committee Replies to Senator Pittman's Charges

IN connection with the proposed duty of 30 cents an ounce on silver, considerable righteous indignation was aroused among members of the jewelry trade by an attack made by Senator Key Pittman against the Jewelers' Vigilance Committee, Incorporated on April 18 when speaking before the Senate. Senator Pittman is from Nevada and is sponsor of this tariff proposal which has met with instantaneous and justified opposition from the jewelry industry. Evidently fearing that his plan was going to be balked due to prompt action by the Vigilance Committee in warning the trade of its danger, he delivered himself of a scathing and unwarranted attack on that body. In doing so, however, he failed to answer any of the objections raised to the tariff proposition and contented himself with accusing the Vigilance Committee of being a lobby exactly like the power lobby about which so much was written recently. He also referred to it as an over-zealous group working for pay and added that it should be investigated by a Senatorial committee, stating that it was largely responsible for the tariff on manufactured silverware being raised from 60 to 65 per cent. He also suggested that an editorial in Engineering and Mining Journal opposing the tariff was written by the same person who prepared the Committee's opposition brief.

Over the signature of Chairman Harry C. Larter, the Jewelers' Vigilance Committee replied to the Senator in a letter dated April 28. This is given in full in the following paragraphs, there being no necessity for comment in defending the Committee. What it was organized to do, what it has done and what it is trying to do now to protect the industry it represents from a fell and uncalled for blow, coupled with the type of men who are gratuitously devoting their time to its affairs is sufficient argument in itself to convince any fair-minded business man of its soundness of purpose and method. The letter follows:

Dear Senator Pittman:

On Friday, April 18, you spoke in the Senate on the proposed duty of 30 cents an ounce on silver as recorded on page 7592 in the Congressional Record, and quoted in the public press.

We note that you did not refute any of the fundamental objections raised against this proposed tariff, but you did, however, make certain statements against the Jewelers' Vigilance Committee, which we must conclude were made through lack of information. Permit us, therefore, to correct the wrong impression you have created.

You compared our Committee to the committee that represented the "power combine" and referred to it as an over-zealous committee working for pay.

The Vigilance Committee was formed during the World War to serve our country and defend all branches of our trade against unfair attacks and unjust legislation. No member of our Committee has ever received a dollar in pay; we maintain no offices and have no paid officers or employes.

You suggested that the editorial in the Engineering and Mining Journal was inspired and written by the same person who wrote the brief prepared by the Jewelers' Vigilance Committee. We deny that we have at any time conferred or been in communication with this publication, or any member of its staff; and regret that we cannot claim any credit for this very excellent editorial.

You said that the Vigilance Committee "had the tariff on manufactured silverware raised from 60 to 65 per cent." Our Committee had absolutely nothing to do with this increase, directly or indirectly.

In conclusion, you stated that "This Vigilance Committee will have an opportunity at the next session to earn some money," and suggested that we should be investigated by a Lobby Committee.

If presenting to members of Congress facts obtained from Government records and other authoritative sources—

If pointing out misstatements presented as arguments in favor of this proposed duty—

If arousing the trade affected, to a danger which would harm it seriously, and which might even wipe out certain branches of the industry—

If this is lobbying, then we are guilty, and would welcome an investigation, as it will afford us an opportunity to vindicate our officers and organization in the eyes of the public who read the charges made in the press of the country.

We would also like to learn if business and business men have a right to protect themselves against unsound and discriminatory legislation.

Very truly yours,
JEWELERS' VIGILANCE COMMITTEE
Harry C. Larter, Chairman.

P. S.—We are sending a copy of this letter to all members of Congress.

Elgin Plans to Use 42 Radio Stations in Gigantic Campaign

Extensive use of the radio as an advertising medium will be made by the Elgin National Watch Company, Elgin, Illinois, during the coming year. Throughout the baseball season, which just started, play-by-play accounts of local games will be broadcast over stations WMAQ in Chicago; KMOX in St. Louis and WTAM in Cleveland.

In addition, Elgin has announced that, beginning May 9 and lasting until Christmas, Elgin will broadcast a general musical program on Friday evenings over the NBC network of forty-two stations. This network covers the entire United States, and the company feels that this campaign will do much to promote business for authorized Elgin dealers as well as increase their prestige.

Sophie M. Krebs

Miss Sophie M. Krebs, for fourteen years connected with the Circulation Department of The Keystone Publishing Company, passed away suddenly on Tuesday, April 22nd, following an operation at the Lankenau Hospital, Philadelphia.

L. P. White Will Move on May 20th

On May 20th, L. P. White, well-known wholesale jeweler of Philadelphia will locate on the first floor of the new building at 811 and 813 Sansom street in the heart of the Quaker City jewelry district. For many years past, Mr. White's business has been located in the Sheridan building at 9th and Sansom streets and the proposed move is being made in recognition of the growing importance of the jewelry center in and about the new location. This firm was established in 1885, when it succeeded to the business of Hirst, Moore and White in the old Guy's Hotel building at the corner of 7th and Chestnut streets.

In announcing the move, Mr. White stressed the fact that there would be no change from the firm's present policy of directing all of its service toward the legitimate retail jeweler.

"We have never encouraged a service to the consumer or the co-operative buying as is encouraged in some of the larger offices and factories," he states.

Arno A. Dorst Heads Newly Formed Trade Group

W. J. Parker of New York City was elected commissioner of the newly organized National Institute of Educational Jewelers at a meeting in Chicago. The new association which comprises a membership of leading manufacturers of college and high school jewelry and engraved stationery in the United States does an aggregate business volume of $15,000,000 a year.

Other officers of the association were elected as follows: Arno A. Dorst, Cincinnati, president; George Spies, Chicago, vice-president; John Jacks, Rochester, New York, secretary-treasurer. Directors, who will also include the roster of officers will include: J. A. McNamara, Columbus, Ohio; H. J. Herff, Indianapolis, Indiana, and Daniel Ganey, Owatonnah, Minnesota.

Elgin Officials Re-elected

DeForest Hulburd was re-elected president of the Elgin National Watch Company at the recent Chicago meeting of the board of directors at which other officers were also re-elected and executives re-appointed for the ensuing year. The regular quarterly dividend amounting to 62½ cents a share on common stock was declared, payable May 1. The other officers of the board are: Frederick T. Haskell, vice-president and Taylor Strawn, vice-president and treasurer. The appointive officers are: W. S. Campbell, secretary and assistant treasurer; Howard D. Schaeffer, assistant to the president; Alfred T. Carton, general counsel and Edward N. Herbster, plant superintendent. Directors have been elected as follows: Messrs. Hulburd, Carton, Haskell and Strawn and Martin A. Ryerson, Solomon A. Smith, Lloyd Alan Laflin, H. McB. Johnston, H. A. Blair and C. B. Borland.

"We have met the enemy and they are ours," say these Baltimore jewelers about to entrain after rendering a decisive defeat to their contemporaries in Washington, D. C., in an Inter-City Duckpin tournament. Fourteen teams of five men from each city entered the competition from which the Maryland "rollers" emerged victorious by a score of 52 to 9. Jay G. Engel is chairman of the Baltimore Duckpin League while William Wright heads their opponents in the capital city

Business and Social Calendar

The following business and social trade events have been announced for 1930. Various others are now being planned and the dates and places of these will be announced in forthcoming issues. Secretaries of the associations are requested to advise of any change in the plans as announced and to keep us informed regarding the dates and places of future events. Address: THE KEYSTONE, 1505 Race Street, Philadelphia, Pennsylvania.

May 5—Jewelers' Association of New York City, Dinner and Annual Meeting, Hotel Commodore.

May 6—Philadelphia Associations of Watchmakers' and Jewelers' Supply Jobbers, Third Annual Banquet, Benjamin Franklin Hotel, 6 P. M.

May 6-7—Wisconsin Retail Jewelers' Association, Annual Convention, Wausau, Hotel Wausau.

May 11-13—Maryland, Delaware and District of Columbia Jewelers' Association, Annual Convention, Baltimore, Lord Baltimore Hotel.

May 12—Horological Institute of America, Annual Meeting, Research Council Building, 21st and B Streets, Washington, D. C.

May 12-13—Illinois Retail Jewelers' Association, Annual Convention, Rockford, Faust Hotel.

May 12-13—Minnesota Retail Jewelers' Association, Annual Convention, St. Paul, Hotel St. Paul.

May 12-14—California, Arizona, Nevada Jewelers' Conclave, Jewelry Trade Show, Pageant of Jewels, Banquet and Spectacle, Biltmore Hotel, Los Angeles.

May 12-14—Michigan Retail Jewelers' Association, Annual Convention, Grand Rapids, Hotel Pantlind.

May 13-14—Tennessee Retail Jewelers' Association, Annual Convention, Chattanooga, Hotel Patten.

May 19-20—Pennsylvania Retail Jewelers' Association, Annual Convention, York, Yorktown Hotel.

May 20-21—New Hampshire Retail Jewelers' Association, Annual Convention, Nashua, The Tavern.

May 26-28—New York State Retail Jewelers' Association, Annual Convention, Utica, Hotel Martin.

June 5—Chicago Jewelers' Association, First Golf Tournament-Club to be announced later, other golf meets will be held July 22 and August 19.

June 7—Annual Picnic, Maiden Lane Outing Club, Elks Summer Home, Staten Island.

June—Boston Jewelers' Club, Annual Outing.

June 10-11—National Wholesale Jewelers' Association, Annual Convention, Atlantic City, N. J., Shelburne Hotel.

June 22-24—New Jersey Retail Jewelers' Association, Annual Convention, Atlantic City, New Jersey, Hotel Madison.

July 7-9—Association of Manufacturing Jewelers, Engravers and Stationers, Annual Meeting, Atlantic City, New Jersey.

July 21 to August 1—Eastern Manufacturers and Importers Exhibit, Chicago, Palmer House.

August 4-8—Jewelry and Allied Trades Show, Chicago, Sherman Hotel.

August 4-9—Gifts, Artwares and Novelties Association, Summer Show, Chicago, Hotel Stevens.

August 17, week of—Seventh Annual Kansas City Jewelry and Gift Show, Baltimore Hotel.

September 14, week of—American National Retail Jewelers' Association, Annual Convention, New York City, Hotel Pennsylvania.

October—Ohio Retail Jewelers' Association, Annual Convention, Cincinnati.

(All dates inclusive)

Maryland-Delaware Association Promises Rousing Convention

More than 600 members and guests are expected to attend the annual convention of the Maryland-Delaware and District of Columbia Jewelers' Association to be held in Baltimore, Maryland, May 11 to 12, inclusive.

For some time past, C. Howard Milliken, chairman of the local convention committee, has been busily engaged in rounding out plans for the gathering. Co-operating with him are Jay G. Engel who is in charge of the program; S. Judson Mealy, entertainment; Edward H. Mealy, finance; Leon J. Engel, registration; John H. Fetting, reception; Philip Katz, publicity; Gideon Stieff, banquet and Mrs. Frank Schofield who is head of the ladies' reception committee.

"Wear A Shirt with Cuff Links" is to be the convention slogan this having been adopted at a meeting of Baltimore jewelers when plans for the gathering were under discussion.

Emil Bachmann

Emil Bachmann, active Milwaukee, Wisconsin, jeweler for forty years, died April 16 at the age of seventy-four. Mr. Bachmann had trained many of the men who are Milwaukee's important jewelers today. He was born in Frieburg, Germany, and learned the jewelry trade at Hamburg, Germany. He had experience in chronometer shops in London before coming to Milwaukee.

The veteran jeweler is survived by his son, Arthur, who is also his partner in the business.

E. A. Eisele Celebrates 50th Anniversary

E. A. Eisele, president of King & Eisele Company, manufacturing jewelers of Buffalo, New York, celebrated his 50th anniversary with that company on April 9. This date was also the 60th anniversary of the founding of the firm, which was established by the late William King and the late Edward J. Eisele, the father of E. A. Eisele.

Silver Quotations

From Handy & Harman, 57 William street, New York City, come the following quotations on silver:

April 4th	$.44½
April 11th	.44¾
April 18th	.44⅞
April 25th	.45c

Rosaries Sell Diamonds

One of the surest, best and easiest ways to sell a diamond engagement ring to a Catholic boy is to sell him a nice rosary —his first gift to his girl. Many a jeweler has done that.

Rosaries do not amount to much money themselves, but they bring or turn away Catholic trade for DIAMONDS and other jewelry. Yes, they do amount to a lot of money. And there is nothing that has been a greater menace to jewelers than rosaries not stamped with name and quality.

Vatti are stamped 1/10 and 1/20 12Kt. And the stamp is true. They commend you; make friends; sell DIAMONDS for you. Write for samples of new goods; sell to yourself. We have no salesmen.

Vatti Rosary Co., 177 William St., N. Y.

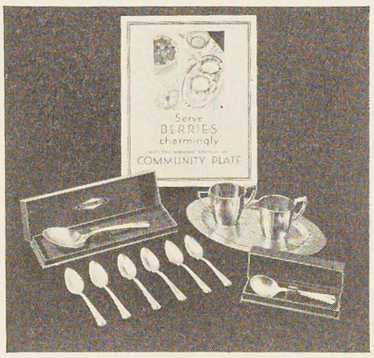
For the Buyer

New Goods, New Lines and Seasonable Offerings

NOTE: This department is for the information of readers, not for the advertising of goods, service or concerns mentioned. The ordinary trade puff is not acceptable for publication, only that which is new or an improvement will be described and the use of cuts will be at editorial discretion. Cuts must not exceed our column width, 2¾ inches.

Oneida Community Announces Plan to Boost Summer Sales

A NEW plan to boost Summer silver sales has been introduced by Oneida Community, Ltd. By making it easy for the jeweler to group silver combinations for specific uses, it is felt that a considerable impetus



will be given to warm weather business. For instance, salad knives and forks have a year 'round use. Combine them with a cold meat fork, a berry spoon, a mayonnaise bowl and ladle—and you have a selection of pieces which meets the requirements of the housewife in serving cold meals. This, in brief, is the idea behind the special Summer sales drive.

Three different selections have been prepared—a salad selection, a frosted drink selection and a berry selection. Each selection is accompanied by its own attractive display card in addition to a certificate of correctness from leading fashion authorities. There is no duplication of pieces in the three selections, thus permitting an economy and flexibility in handling which is distinctly to the jeweler's advantage. Despite the seasonal appeal of this special group, the merchandise itself is non-seasonable, is packed individually so that it may be sold separately and consists of pieces which are in good demand throughout the year.

"Robert Bruce" Pattern Introduced by Graff, Washbourne & Dunn

AS a departure from their past efforts which have been confined to the manufacture of high-grade sterling hollowware Graff, Washbourne & Dunn, 138–146 West Fourteenth street, New York City,have introduced a special design in sterling flatware. This is an exact reproduction of an old Norman pattern uncovered by this firm and is appropriately styled "Robert Bruce."

The three tined forks, as well as the bowls of the standard spoons, are reproductions of the old design. Where implements of the more modern type—such as iced teaspoons—have been required, the design has been preserved in the handle, while the modern bowls have been adapted to the old design.

This pattern, not being in the commercial competitive class, is made in but one weight. Graff, Washbourne & Dunn announce that, in the more important cities, it is likely to be handled by but one outstanding jewelry store. This has already been arranged for in New York, Philadelphia, Pittsburgh, Cleveland and Cincinnati. Otherwise, the market is still open.

Lindhe-Bakelite Watch Crystals

AFTER almost two years of experimental work and practical testing, the Lindhe-Bakelite Watch Crystal is being manufactured and marketed by Henry E. Lindhe, Inc., 159 North State St., Chicago,Illinois

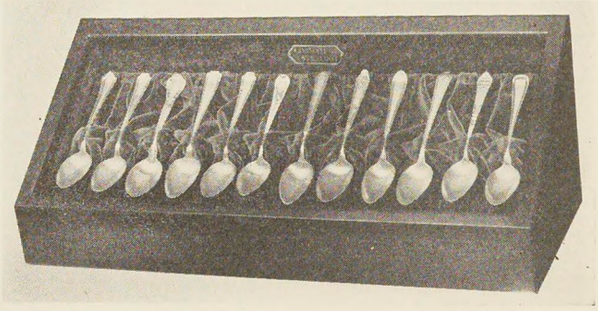
This crystal is non-breakable and is made from water white material having a permanence of color. It is unchanged by perspiration and body temperatures.

The line will be sold through leading material and jewelry wholesalers in the United States, the crystals being made up in assortments which make it easy to find the correct size for practically any fancy shaped bezel. For the present, they will be furnished only in fancy wrist and strap watch sizes.

Henry E. Lindhe, Incorporated is incorporated for 3000 shares of stock at no par value. The incorporators are Henry E. Lindhe, John A. Pakenham and J. N. Grace.

"Silent Salesman" for Gorham Silver

A NEW silent salesman in the form of a mahogany finished walnut case for the display of twelve teaspoons, is proving popular among jewelers handling



products of the Gorham Company, Providence, Rhode Island. The case is compact and dust proof and provides space for the showing of single spoons of patterns not regularly stocked, or of various types and styles of engraving which do much to sell themselves.

The case is sold to jewelers complete with spoons and

may be returned for credit should it fail to increase sales. To date, however, this silent salesman has been so successful that no jeweler obtaining it has had cause to send it back.

New Booklet Describes Wallace Pewter Line

AN attractive and profusely illustrated pewter catalog has been issued by R. Wallace & Sons Mfg. Co., Wallingford, Connecticut. Wallace pewter is proving increasingly popular in line with the present demand for designs in the modern vogue, and the book serves alike to show the wide range of the line and as a guide to the designs and shapes of the various pieces.

Containing all the charming characteristics of the old product, with the exception that it contains no lead, Wallace pewter has been cleverly adapted to the modern mode. In addition to showing the various pieces, the booklet illustrates numerous sales helps and newspaper electrotypes for use by the jeweler.

Another popular booklet issued by R. Wallace & Sons Mfg. Co., features Wallace sterling for children. Stress is laid on the table services of matching pieces which have proved to be good sellers.

Elgin Announces New "Post Card Campaign" for Jewelers

A USEFUL direct mail campaign has been prepared by the Elgin National Watch Company, Elgin, Illinois. The campaign consists of three attractively colored government post cards for use by jewelers. One of these features graduation gifts, one is a watch repair card and the other carries a general merchandise appeal. This post card plan is an inexpensive, yet extremely effective sales builder, and jewelers have been enthusiastic in their approval of this method.

Excell Mfg. Company Offers Reward for Name for New Bracelet

RETAIL jewelers and their employes throughout the country have been invited to submit a suitable name for a new bracelet which has been added to the Excellink line of watch attachments made by the Excell Manufacturing Company, Providence, Rhode Island.

A distinctive feature of the new item is that it has been shaped to fit the contour of the wrist at all times. The center piece expands, thus causing the bracelet to stay in place without binding.

A new pattern in chain mesh has also been introduced, this being made in chromium plate finish and also in gold-filled.

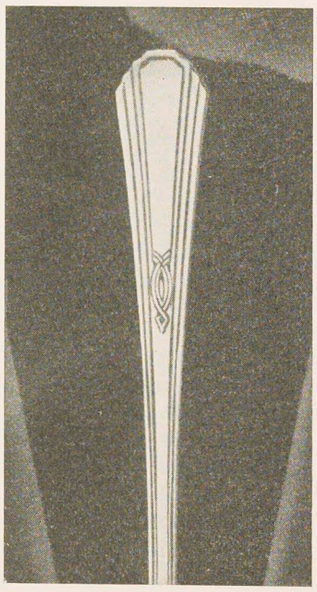
With executives of the Excell Manufacturing Company acting as judges, a suitable reward will be given to the member of the retail trade submitting what is deemed to be the most appropriate name. The closing date of the contest has been advanced to May 15th from May 1st, as originally announced.

Springfield, Illinois, Woman Wins Burnstine Essay Contest

MRS. AMELIA G. DEARMIN of Springfield, Illinois, is winner of the $1000 "Tel'O'Love" diamond ring offered in an essay contest by Mack M. Burnstine, diamond importer, 508 Arcade building, St. Louis, Missouri. The contest began last September, the prize going to the one who wrote the best essay on "Why Diamonds Tell of Love." The presentation to Mrs. Dearmin was made through Frank A. Bridge & Co., jewelers of Springfield, who handle the "Tel'O'Love" line locally.

In addition to the national prize, three other prizes of $100, $50 and $25 rings, were offered in each community where authorized "Tel'O'Love" dealers participated in the contest. All winners were eligible for consideration in the national competition.

New Paris Pattern Meeting With Widespread Popularity



Dignified modernism is the keynote of the Paris pattern

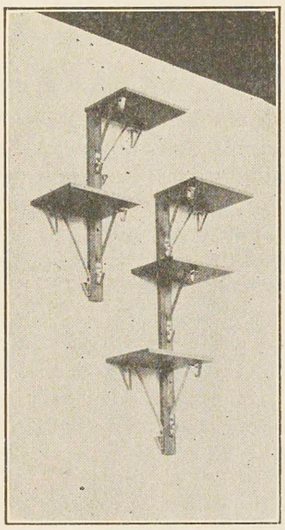
Edward Molyneux, renowned Parisian fashion designer, has sponsored a new pattern in silver plate being introduced by the Wm. Rogers & Son division of the International Silver Company, Meriden, Connecticut. The new pattern which is designed in a pleasing variation of the modernistic style is known as "Paris" and is meeting with widespread acceptance by trade and public alike.

Two unusual features are doing much to add to its popularity. They are the fact that the pattern has been presented simultaneously in both hollowware and flatware and also that the popular Viande Knife and Viande Fork have been incorporated in it.

A comprehensive sales campaign has been launched for Paris which, in addition to extensive national advertising, includes a wide variety of unique dealer helps. Among the latter are a deluxe handbook, portfolio-broadside for direct mailing, sample case, photograph portfolio, special display stand, five dealer mailings and an unusual plan whereby the jeweler's prospects may

receive direct mail pieces mailed from France and bearing French postage stamps. There are also many matrices and cuts for use in the jeweler's local advertising, these being available to all who stock the pattern.

Jewelry Store Wall Shelves



ATTRACTIVE wall shelves designed to enable the jeweler to take advantage of otherwise unproductive space, are being featured by Henry Paulson & Co., 37 South Wabash avenue, Chicago, Illinois. The shelves, as illustrated in the accompanying halftone, are of wood, finished in ebony black, with metal braces in gold finish. In addition to adding to the attractiveness of the store, these shelves lend themselves readily to open display and are particularly advantageous in featuring gift articles and specials.

"Fashionette" Watch Bracelet Introduced by Bliss Bros. Co.

A DEPARTURE in accessories for ladies' wrist watches, is being introduced by Bliss Brothers Company, Attleboro, Massachusetts. This is called the "Fashionette" watch bracelet and consists of a pierced band slightly wider than the watch movement. It is delicately constructed and is finished in chromium. The bezel which surrounds the watch can be had plain, enameled or decorated with marcasites.

A popular feature of the "Fashionette" is its ability to accommodate any 6¼ ligne oval movement or any 7¼ ligne rectangular movement. A movement of either size can be inserted quickly and with ease. This makes it possible for numerous owners of such watches to get an appropriate bracelet from their local jeweler.

Bliss Brothers Company received patents on the new product on March 25, and the item is now being shown by their salesmen. Distribution will be made through wholesale jewelers.

Triad Pens in Heavy Demand

ALTHOUGH Triad triangular pens and pencils were introduced only recently, the Tri-Pen Manufacturing Company of Pawtucket, Rhode Island, has already found it necessary to increase its manufacturing facilities. As a consequence, a new plant has been purchased and this will be occupied early in May.

The first showings of Triad pens and pencils were accompanied by widespread newspaper advertising and elaborate displays. Many sales resulted. Jewelers, in particular, are finding these items decidedly useful in attracting attention to the writing equipment departments of their stores.

"We have found," says Robert E. Sweet, sales manager for the Tri-Pen Manufacturing Company, "the most amazing acceptance on the part of merchandise men and buyers that I have ever seen accorded any new product. Without exception, every time we have placed the new Triad triangular pen in the hands of a man about to pass upon its merit as a salable article, his reaction has been decidedly favorable."

Hammond Clock Company Announces Three New Models

TWO tambour shape models and a kitchen model have been added to the line of synchronous electric clocks made by the Hammond Clock Company of Chicago.

The Arlington is a tambour shape mantel clock 12½ inches wide and 5¾ inches in diameter; convex crystal and highly polished bezel ring. This is of solid mahogany for use on radio set or mantel and retails for $14.50.

The Berkeley is also a tambour shape mantel clock somewhat larger than the Arlington. It is 19 inches wide and 7¾ inches high, of brown mahogany finish. Dial has spun silver finish and is 5½ inches in diameter. This sells for $17.50.

The Kitchen model is 8½ inches wide and has a 5½ inch dial. The convex crystal is sealed to protect the dial. It is available in white, blue, green, yellow or brown, being priced at $9.75.

Sheaffer Introduces Six-piece Ensemble Set

A new six-piece ensemble set of writing instruments has been announced by the W. A. Sheaffer Pen Company, Fort Madison, Iowa. The set is contained in a satin-lined, octagonal gift box and includes a pearl pen and pencil, golf or handbag pencil, a safety skrip package and a desk set with a pearl desk pen. The six-piece ensemble set retails at $36 and $40 and should prove helpful in boosting the sale of complete writing equipment units. In addition to this, the set will prove valuable as a display container. An extensive advertising campaign will feature this offering.

Du Pont Offers Special "Sampler" Toiletware Assortment

THE Du Pont Viscoloid Company has brought out a Spring sampler designed to put the jeweler in a position to obtain a greater share of the Spring gift business. For this purpose, a set of Arlton toiletware, beautifully styled and specially priced, is being introduced in order that the merchant may try out the gift business with attractive merchandise without necessarily making a large initial investment.

A delicate French design in gold was chosen for the carefully fashioned brush, comb and mirror. A triple bevel edge accents the uneven rims and tapering handles. The design of the sampler is referred to as "the Arlton pattern" and comes in rose, jade, maize and white pearl-on-amber color effects. Each sampler is carefully packed in a harmonizing box.

The Keystone Buyers' Directory

The following index of advertising pages, arranged according to products, is prepared for the convenience of jewelers in buying stock and supplies. By referring to this directory the jeweler in search of a particular item is enabled to turn at once to the advertisements of various reputable manufacturers and there obtain detailed information. Thus, buying will be facilitated and every issue of THE KEYSTONE will serve as a comprehensive guide to the latest and most popular as well as the standard jewelry store merchandise and supplies.

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SITUATIONS WANTED

Under this heading, ONE CENT *per word for first twenty-five words. Additional words and advertisements* THREE CENTS *per word.*

POSITION WANTED BY OPTOMETRIST REGistered in Oklahoma; 15 years' experience; can take charge of any part of jewelry store; salary or percentage basis. "S 153" care THE KEYSTONE.

FIRST-CLASS WATCHMAKER, 20 YEARS' EXperience; married; plain engraver; can take in and deliver work; central states preferred. L. S. Coryell, 1042 Spaight, Madison, Wis.

WATCHMAKER AND ENGRAVER — CAN DO jewelry repairing, etc.; can turn out work, first class; married, middle aged; can come well recommended; will go anywhere. Herbert M. Line, 116 Woodland Street, Camden, Ark.

WANTED BY SALESMAN WITH 20 YEARS' EXperience; position covering Virginia, North Carolina, South Carolina, Georgia and Florida; manufacturers line preferred; best of references. "F 215," care THE KEYSTONE.

DESIRE POSITION UNDER GOOD WATCHmaker; I have just finished course of watchmaking; I am single, aged 26; several years retail store experience, city and country; watch estimator for several months for well-known Chicago firm; will take care of factory correspondence, etc.; also do window trimming; will furnish A-1 references; will leave city. "S 213," care THE KEYSTONE.

BRADLEY STUDENT OPEN FOR POSITION, married man, age 30; have had watchmaking, jewelry stone setting and plain engraving; prefer Central Michigan. Roy E. Dieter, 315 College Street, Peoria, Ill.

JULY 1, POSITION IN JEWELRY STORE IN Ohio or adjacent state; will assist in sales or manage small store; can do quality watch and jewelry repairing; will work a few months at very low wages per week, and if satisfactory, continue at small increase; personality and appearance, good; references furnished. "M 220," care THE KEYSTONE.

YOUNG WATCHMAKER, MARRIED; GRADUATE of Bradley Polytechnic Institute; 9 years' experience at bench; A-1 workman on bracelet or railroad watches; can take in and let out work, make light jewelry repairs; desires permanent position with reliable firm on the Pacific Coast. "J 221," care THE KEYSTONE.

SITUATIONS WANTED

EXPERT WATCHMAKER AND SALESMAN; 25 years' experience; can take charge of store or department; 7 years in last position. Erich Gruhlke, 715 Walnut Street, McKeesport, Pa.

HIGH-CLASS DIAMOND SETTER AND ENgraver wishes steady position with reliable firm; excellent references; part-time considered, to allow for study. Write R. Fudge, 629 Brooklyn Avenue, Dayton, Ohio.

WANTED—POSITION AS FIRST-CLASS WATCHmaker; can do clock and light jewelry repair; capable taking charge repair department; best reference. Geo. Timperman, Apt 7, 480 Columbus Street, Wabash, Ind.

FIRST-CLASS WATCHMAKER AND SALESMAN, 23 years' experience, European training; owns tools; can do jewelry repairing; good general knowledge of all departments of jewelry store; best references; age 40. "B 226," care THE KEYSTONE.

POSITION WANTED BY FIRST-CLASS WATCHmaker; good salesman, clock and jewelry repairer; some engraving and stone setting; neat appearance, good habits; age 33, married; position in West. "O 233," care THE KEYSTONE

YOUNG LADY, 20, WOULD LIKE TO CLERK IN jewelry store; has had life experience in own store; knowledge of book-keeping, typing, crystal and hand fitting, pearl re-stringing, and a little about jewelry repairing; prefer Chicago store; best references. "B 227," care THE KEYSTONE.

JOBBING-JEWELER, ENGRAVER AND DIAmond setter, also some new work; position in retail store in middle-west; good references; 15 years' experience. "B 230," care THE KEYSTONE.

DESIRE POSITION WITH RELIABLE FIRM— A-1 mechanic, watchmaker, jeweler, engraver and diamond setter. Wm. Lehotzky, 3925 Perrysville Avenue, Pittsburgh, Pa.

WATCHMAKER, SALESMAN OR MANAGER; 40, married; 20 years' experience; wishes position with reliable firm; can furnish best of reference. H. C. Pitts, 1144 Second street, S. W., Mason City, Ia.

WANTED

UNDER THIS HEADING THREE CENTS PER WORD

JEWELER WITH SMALL CAPITAL WISHES TO buy half interest in a good going jewelry shop. "H 223," care THE KEYSTONE.

WANTED TO BUY JEWELRY STORE IN Pennsylvania or New Jersey; have $4000 to invest in reliable place. "W 231," care The Keystone.

WANTED—DIAMOND JEWELRY AND OPTICAL business in exchange for modern brick apartment; income better than $1000 monthly; price $95,000; terms; write owner. 534 West Summit Avenue, San Antonio, Texas.

HELP WANTED

UNDER THIS HEADING THREE CENTS PER WORD

WATCHMAKER FOR 4 MONTHS' SEASON AT Ocean City, N. J.; send photo and experience in first letter. Address, Harry H. Lake, 822 Asbury Avenue, Ocean City, N. J.

WANTED: FIRST CLASS COMBINATION WATCHmaker and engraver; one who also understands a little jewelry repair work; good salary to the right party; communicate at once with Landau's Jewelry and Music Store, 25 West Broad Street, Hazleton, Pa.

HELP WANTED

WATCHMAKERS TO INCREASE THEIR EARNing capacity by taking home study course in watch repairing of the Wisconsin Institute of Horology; write for prospectus, 166 Mason street, Milwaukee, Wis.

CREDIT JEWELRY STORE MANAGER— Are you looking for an opportunity to go into business? We have an opening for a manager who will invest $5000 or more in a successful operating store; write us all details about your experience and references; this will be kept in strict confidence; unless you have ability and can produce results, do not reply. "S 219," care The Keystone.

WANTED—SALESLADY WITH FIVE YEARS OR more experience in retail jewelry store; high school education and ability to serve high-class trade required; apply by hand-written letter, giving full information; good permanent position for capable saleslady. Apply E. J. Scheer, 259 East Main Street, Rochester, N. Y.

SALESMAN TO CARRY SIDE LINE OF rosaries; Raphael rosaries are attractively boxed and show the dealer a fine profit; good commission and exclusive territory rights. Geo. Phillips & Co., Scranton, Penna. Creators and sole distributors of Raphael Rosaries.

FOR SALE

UNDER THIS HEADING THREE CENTS PER WORD

Stores, Stocks and Businesses

FOR SALE—ESTABLISHED 46 YEARS, JEWELRY and optical store; good town in Missouri; reason, old age, want to retire. Address "M 966," care THE KEYSTONE.

WATCHMAKERS AND OPTOMETRISTS — OPportunity for a young man; established business; radius of 2 miles without opposition in South Wilkes-Barre, Pa.; "Good reasons for selling." Tom C. Hill, 217 Barney street.

FINEST JEWELRY AND MUSIC SHOP IN UPPER Peninsula of Michigan; have Gulbransen piano, Victor and Majestic radio agencies; stock will invoice about $20,000. "T 175," care THE KEYSTONE.

FOR SALE—THREE STORE CREDIT jewelry chain, doing very profitable business; "a real buy"; price involves $135,000. Write "H 217," care The Keystone.

TOWN 700; RICH FARMING TERRITORY; MORE repairing than one man can easily do; new building, fine chance for limited capital. F. Riese, Bloomington, Wis.

FOR SALE—A REAL BUY NO FAKE—JEWELRY store; positively in the heart of town, in one of Pennsylvania's best manufacturing towns (southeast section); will stand rigid investigation; wonderful repair business; low rent, long lease, or will sell building; reason selling, sickness; good terms. "T 224," care THE KEYSTONE.

FOR SALE—TO SETTLE ESTATE; JEWelry and watchmaking business in town of 9000; opportunity for party with cash. Write or inquire H. B. Swalley, Administrator, Nebraska City, Nebr.

FOR SALE—A NICE PAYING JEWELRY AND optical store in tobacco belt, North Carolina; established 20 years; have other stores, is why. "B 160," care THE KEYSTONE.

FOR SALE

Stores, Stocks and Businesses

FOR SALE OR EXCHANGE—COLLECTION Antiques, 40 years collecting. C. N. Brown, Thomasville, N. C.

FOR SALE—JEWELRY, REPAIR AND OPTICAL store in town of 1200 in western Ohio; no other competition; small cash payment will handle. "B 208," care THE KEYSTONE.

LEADING CREDIT JEWELRY STORE IN CITY of 45,000, state of Ohio; established 6 years; long lease, cheap rent, modern front and fixtures; 100 per cent location. Answer "R 212," care THE KEYSTONE.

FINEST JEWELRY STORE IN CITY OF 12,000 population; doing good business, showing big increase over last year; will make more profit than investment, in the balance of this year; priced at $6000; terms to right party. Address "O 211," care THE KEYSTONE.

OLD ESTABLISHED JEWELRY STORE IN MANUfacturing city, of Indiana; 3000 population and large surrounding territory to draw from. "B 210," care THE KEYSTONE.

FOR SALE—JEWELRY STORE LOCATED IN best location in suburban Los Angeles; doing fine business, keeps two watchmakers busy; must see to appreciate. D. J. Vincent, 700 Metropolitan Building, Los Angeles.

JEWELRY AND MUSIC STORE; COUNTY SEAT; 8500 population; large pay roll; big grain country; lots of new buildings going up; prosperous community; two year lease, can cut to $4500; bad heart, must go to lower climate. M. L. Vial, Clovis, New Mexico.

FOR SALE—GOOD JEWELRY STORE, ESTABlished 40 years; fine fixtures and stock; good town, good location; reasonable rent; plenty of jewelry and watch repairing; reason for selling, want to devote my entire time to my optical business. Wm. Dorer, Bellaire, Ohio.

COMBINATION WATCHMAKER AND OPTICIAN registered in Pennsylvania; will sell substantial interest in the business to right man, which can be paid for out of profits of the company. "P 216," care THE KEYSTONE.

CHICAGO WORLD'S FAIR OPPORTUNITY JEWelry store; best location, south side; well established; high-class stock; walnut fixtures; long lease; retiring from business. Address Wm. G. Moyer, 6720 Jeffery Avenue, Chicago.

FOR SALE—ON ACCOUNT OF FAILING HEALTH I wish to sell fine jewelry and optical store of first-class merchandise; in city of 80,000 population; $6500 cash, will be accepted for quick sale. Address "C 222," care THE KEYSTONE.

FOR SALE—A GOOD PAYING BUSINESS IN Central New York; population 15,000; a clean stock and beautiful mahogany fixtures; best location in town; invoice about $12,000; auctioneers need not apply. "B 199," care THE KEYSTONE.

FOR SALE—JEWELRY STORE ESTABLISHED 16 years in prosperous city of 6000; owner has made enough to retire; $3000 will handle; auctioneers not wanted. J. M. Scheer, Kaukauna, Wis.

OPPORTUNITY TO BUY NEAT JEWELRY STORE in southern California; 15 miles from Los Angeles; only two jewelry stores in a town of 14,000, and this is the largest; a good paying business, with very small overhead invoices, $8000 inclusive. "W 218," care THE KEYSTONE.

RIO GRANDE VALLEY PROPERTY, VALUED AT $2500 clear; desirable location; bright prospects for advance in price to trade for stock of jewelry, diamonds, watches, silver or fixtures. John Berning, Cuero, Texas.

PROFITABLE JEWELRY BUSINESS, ESTABlished 16 years, in Wisconsin; city of 18,000 population; stock and fixtures, about $25,000; will reduce if necessary. "K 229," care THE KEYSTONE.

FOR SALE—A JEWELRY STORE ON ONE OF two best corners in Akron; established 25 years; same location nearly 20 years; over $9000 net profit last year, the poorest in many years; owner retiring from business. "C 228," care THE KEYSTONE.

SALE MERCHANDISE

UNDER THIS HEADING THREE CENTS PER WORD

USED WATCHMAKERS EQUIPMENT—BOLEY lathe complete with all necessary tools for watch repairing; write for itemized list. L. O. Adamson, Kirksville, Mo.

A NO. 3 NEW FRANCIS ENGRAVING MACHINE and type. "B 209," care THE KEYSTONE.

SALE MERCHANDISE

TRAYS—WESTERN, LIKE NEW, USED THREE months; $85 for the lot, solid walnut, best grade purple velvet; 15 plain—9 gents' watches, 3 ladies' wrist watches, 3 ladies' rings; 1 gent's ring, 2 Waldemars, 1 vest chain, 2 cuff links, 2 brooches, 1 emblem button—all standard sizes except ring trays, they are three-quarter; these cost new from $2.50 to $6.50, and are a real bargain at $85. Crawford Jewelry Company, Cheraw, South Carolina.

LOST

UNDER THIS HEADING THREE CENTS PER WORD

LOST—INFORMATION IS DESIRED AS TO THE whereabouts of any or all the following articles of Repousse silverware, presented in 1897 to the late Vice-President Adlai E. Stevenson by the United States Senate: 2 water pitchers, center piece, soup tureen and ladle, 2 cake dishes, 2 vegetable dishes, meat dish, gravy dish and ladle; these pieces were made by S. Kirk & Son Co., and are ornamented with a Repousse floral design; disappeared subsequent to 1920. Address "S 232," care THE KEYSTONE.

$50 REWARD FOR RETURN OF "HOWard" watch, case 1011873, movement 1251246, Roman dial, 17-jewels; lost or stolen 1925; no questions asked. Howard L. Schreiber, 3706 72nd street, Jackson Heights, New York.

SIDE LINES

UNDER THIS HEADING THREE CENTS PER WORD

SEVERAL SALESMEN TO CARRY A HIGHgrade line of novelty bracelets, necklaces and something new, never before shown on the market; these goods can be sold to the better jobbers and department stores, also big retailers; a good live wire can carry this as a side line and earn plenty of commission. "B 225," care THE KEYSTONE.

BUSINESS NOTICES

UNDER THIS HEADING THREE CENTS PER WORD

"WE PAY MORE"—BEFORE SELLING your jewelry stock or fixtures, see us; small or large stock, we will see you personally at our own expense and give you bona-fide cash offer; best references. Colmes Brothers, 11 Beacon street, Boston, Mass.

RIGHTS IN ENGRAVING BOOK FOR SALE—Author and publisher offers all rights in "Winter's Practical Teacher, Engraving Book of Merit," including drawings, designs, cuts, and small stock of books, and copyright covering them; investment will yield handsome returns. For details write, Albert A. Winter, P. O. Box 538, Oak Park, Ill.

I WANT TO BUY AN ESTABLISHED jewelry store; will pay cash in full; price must be right; give full particulars; strictly confidential. "R 214," care The Keystone.

SPECIAL NOTICES

UNDER THIS HEADING THREE CENTS PER WORD

HILES WATCHMAKING AND ENGRAVING School; the largest and best equipped school in the West, 5330 Mission street, San Francisco, Calif.

SPECIAL NOTICES

ARE YOU IN NEED OF MONEY? WE will pay you highest market price for your entire stock or part of it; check by return mail, and will hold merchandise for your approval; First National Bank of Chicago references; business strictly confidential, give us a trial on old gold and silver; established 1900. Emanuel Maltz Co., R-1005, Mallers Building, Chicago, Illinois.

MR. JEWELER—WHY WASTE TIME TRYING to get a buyer, if you do they will want to buy for 50c on the dollar; with our double combination sale service we will give you a guarantee complete close out contract to get you 10 to 50 per cent over the wholesale price; write us for information. DeGroff Sales Company, 12 South 7th Street, Minneapolis, Minn.

HIGHEST CASH PRICES PAID FOR DIAmonds, watches and jewelry; send your surplus stock to me and I will remit to you by return mail; all business confidential; National Bank reference. Emil Noel, 29 East Madison street, Chicago, Ill.

GENUINE ELK TEETH AND TIGER CLAWS FOR jewelry emblems; taxidermist work to order, supplies, specimens. M. J. Hofmann, 989 Gates Avenue, Brooklyn, N. Y.

HIGHEST CASH PRICES PAID FOR DIAmonds and watches; immediate returns made; bank references given. M. Iralson, Room 804, Columbus Memorial Building, Chicago, Ill.

LEARN JEWELRY ENGRAVING; HOME STUDY course by mail; tricks of the trade, short cuts to engraving; instruction unique, why not avail yourself of the opportunity now? Young men keen for a right start and rapid advancement are enrolling; the Winter Way, the correct way. Albert A. Winter, P. O. Box 538, Oak Park, Ill.

EXPERT CRAFTSMANSHIP, ALL ANtique makes, grandfather, French, electric, chime. Lyons Clock Repair Company, 31-14 Crescent street, Astoria, N. Y.

SPOT CASH; QUICK RETURNS FOR your entire stock or any part of it; National Bank references; business confidential; our large retail jewelry business places us in a position to pay you more than anybody; a trial will convince you. M. Bennett & Co., 59 East Madison street, Chicago, Ill.

CLIP THIS AD; ATTACH $1 BILL AND YOU WILL receive a genuine German cleaning formula for cleaning watches; guaranteed not to rust; cleans like new; no cyanide used; easy to make; cheap; money back if not satisfied. Fuermann & Co., 102 East Third street, Amarillo, Texas.

MY IMMENSE RETAIL JEWELRY BUSIness places me in a position to pay you more for your entire stock or surplus; check by return mail; bank references; a trial will prove my statement. F. Nerad, 1833 Blue Island avenue, Chicago, Ill.

LEARN WATCHMAKING—AND BECOME INDEpendent; we help you secure a position; easy to learn; send for free catalog; St. Louis Watchmaking School, Dept. 7, St. Louis, Mo., under the same management since 1886.

CASH PAID: FOR OLD GOLD JUNK, and gold filled or plated junk; also gold sweepings, and obsolete jewelry; mail package no matter how small; my check will follow; if not satisfactory return my check and your package will be returned to you at once. Roy M. Smith, P. O. Box 151, Porter, Indiana.

GET THE CASH AND MORE TOO FOR YOUR entire stock and fixtures; have bought some of the largest stocks in the country; send your surplus stock, and get check by return mail. Gordon Bros., 333 Washington street, Boston, Mass.

DO YOU KNOW? YOU CAN UNLOAD your dead jewelry stock, old jewelry, old gold, gold filled watch-cases, relics, etc. Ship rite now. To Mandelkorn's Treasure House, 705 5th avenue, Peoria, Illinois.

SPECIAL NOTICES

DO YOU WISH TO RAISE CASH QUICKLY? Liberal prices paid for entire or part of your stock of diamonds, watches, jewelry and silverware; no matter how large the quantity may be, send it to us by express at our expense and check will follow by return mail, subject to your approval; bank and mercantile references of the highest character. Brooklyn Purchasing Syndicate. Frank Walker, proprietor, 610 Broadway, Brooklyn, N. Y. Established 30 years at one place.

WITHOUT TUITION COST — TWO weeks finishing course in watchmaking, engraving or diamond setting; an ideal place to spend your vacation; write for information. Olson Schools, 800 North Clark Street, Chicago, Ill.

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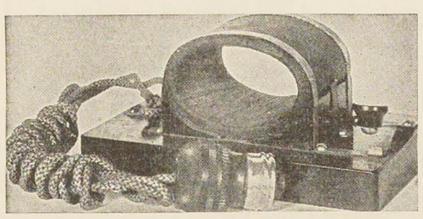

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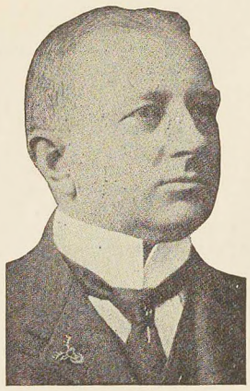

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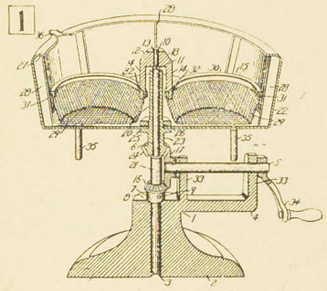
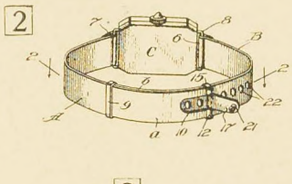
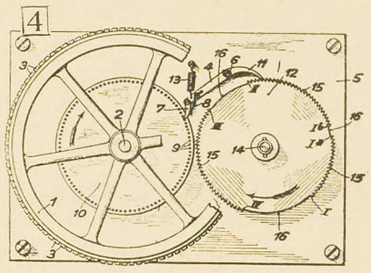
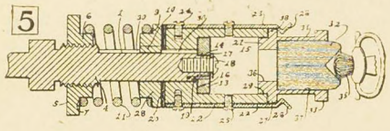
Technical Department

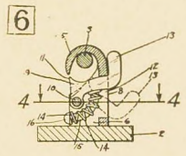
Recent Patents—Patents of interest to the trade, recently issued, specially prepared for this journal by William N. Moore, patent attorney, Loan and Trust Building, Washington, D. C.

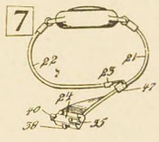












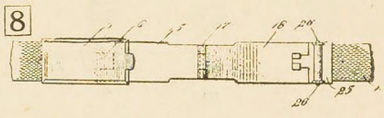


Fig. 1, 1,753,462. Watch-cleaning Machine. Charles H. Geery, Kansas City, Mo. Filed October 20, 1928. Serial No. 313,871. 6 Claims. (Cl. 141—1.)

In a device of the character described, a base, a vertical shaft rotatably mounted in the base, a pan having a central opening and rotatably mounted on the shaft, a plurality of baskets removably keyed to the shaft and suspended in the pan, and means rotatably supported by the base for rotating the pan and the shaft.

Fig. 2, 1,748,609. Adjustable Bracelet. William H. Lester, Elgin, Illinois, assignor to Illinois Watch Case Company, Elgin, Illinois, a Corporation of Illinois. Filed September 7, 1927. Serial No. 217,982. 2 Claims. (Cl. 224—4.)

The combination with a bracelet comprising two flexible metallic straps each having an end overlapping the other and having means forming a sliding connection adjacent each strap end with the other strap, of a pair of bars extended beyond the end of one strap, said bars being looped around to provide two eyes, a pin extended through the eyes and supporting the associated sliding connection with the other strap, a tongue pivoted to swing upon the pin and receivable between the bars, a stud carried by the tongue and engageable with the other strap wherein are formed a plurality of aligned holes in any one of which the stud may enter to lock the two straps against relative sliding movement, substantially as described.

Fig. 3, 1,745,250. Pin Lock. Andrew Durst, New York, N. Y. Filed May 12, 1928. Serial No. 277,296. 4 Claims. (Cl. 24—158.)

A catch for use in connection with a holding pin and pin retainer comprising a pin engaging portion, a tongue on said portion arranged to be slipped over the retainer for yieldably holding the catch in place over the end of the pin, a finger piece on said catch and a lip on the tubular portion for maintaining the catch in a predetermined position on the end of said pin.

Fig. 4, 1,746,884. Time-recording Instrument. Julius Brendle, Zurich, Switzerland. Original application filed January 24, 1925, Serial No. 4,523, and in Switzerland June 16, 1924. Divided and this application filed January 12, 1928. Serial No. 246,367. 2 Claims. (Cl. 234—41.)

In a workman's time recorder, a type wheel having a series of concentric time divisions, a uniformly rotated wheel having a series of teeth corresponding to said time divisions but interrupted in accordance with non-working periods, and an operative connection between said type wheel and said other wheel for imparting rotation to the former, said type wheel directly indicating the working time.

Fig. 5, 1,751,698. Watch-winding Mechanism. Howard W. Jelliffe, Cleveland, Ohio. Filed May 22, 1926. Serial No. 111,055. 8 Claims. (Cl. 81—7.5.)

In a watch winding mechanism, the combination of an axially immovable drive shaft, friction clutch elements mounted on said shaft and movable axially thereon, the driving element being keyed to the shaft and the driven element being loose thereon but held by said shaft against movement away from the keyed element beyond certain limits, a shouldered nut threaded on said shaft adjacent the driving element of the clutch, a pressure spring element mounted between the shoulder and the keyed element for normally holding the clutch in engagement, the said driven element having an annular portion projecting beyond the limits of the shaft, a winding element for detachably engaging said projecting portion, and having means for receiving yieldably thereagainst the stem of a watch to be wound, and power means for rotating said drive shaft.

Fig. 6, 1,752,858. Brooch-fastening Device. Gustavus A. Siefken, Minneapolis, Minnesota. Filed August 10, 1929. Serial No. 384,976. 7 Claims. (Cl. 24—157.)

The combination with a pin guard having a hook portion and slotted opening in the shank thereof and a curved recess adjacent said opening, of a catch pivoted within said opening beneath the point of said guard and having a lug projecting upwardly to a position adjacent to the end of said guard, a spring mounted within said curved recess to engage said catch for normally holding said lug near the end of said guard and across the opening of said hook portion, and said catch having an arm forming a finger grip for tilting said catch against the tension of said spring and moving said lug to expose the opening in the hook portion of said guard.

Fig. 7, 1,742,464. Wristband Clasp. Alexander Eklund, Attleboro, Massachusetts, assignor to General Chain Company, Providence, Rhode Island, a Corporation of Massachusetts. Filed January 8, 1929. Serial No. 330,981. 6 Claims. (Cl. 24—91.)

A clasp for the free ends of a wrist watch band, including a body member attached to one band end and having sides and ends, a movable arm mounted in said body member and extending from one side thereof under the body member to receive a portion of the other band end between it and the body member, and manually operable means for moving the end of the arm toward the body member to grip the said band end portion between the arm and the body member.

Fig. 8, 1,750,133. Clasp for Foldable Extension Devices. Wilfrid J. Roy, Newark, New Jersey, assignor to Gemex Company, Newark, New Jersey, a corporation of New Jersey. Filed February 21, 1929. Serial No. 341,660. 9 Claims. (Cl. 24—71.)

An extension device including a plurality of sections hinged together to fold one another, means on said sections for securing strap ends thereto.

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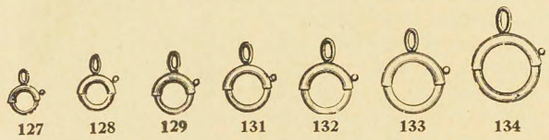

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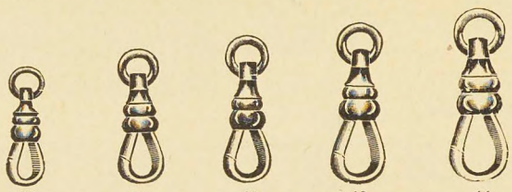

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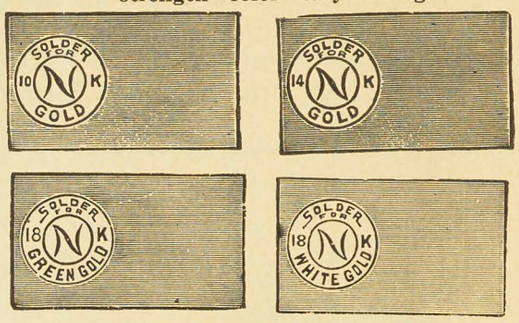

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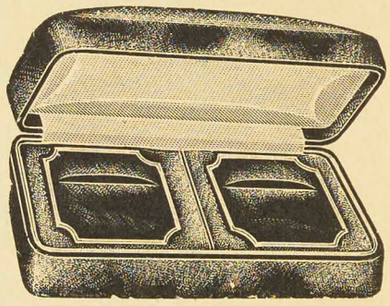

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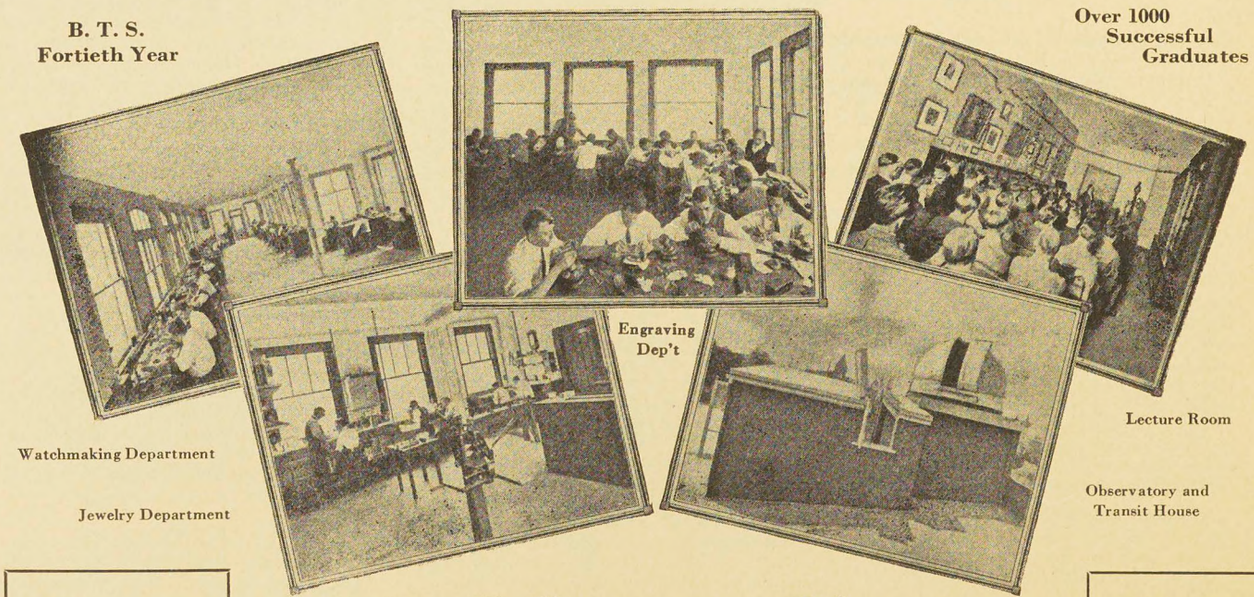

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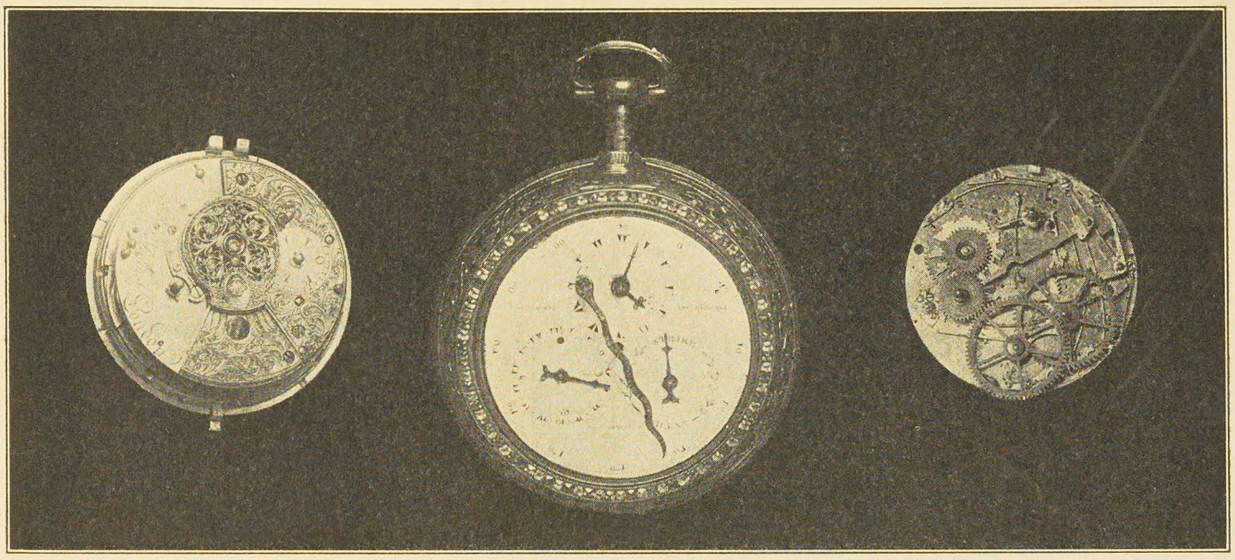

Three views of the old timekeeper described by Mr. Brown

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By JOSEPH M. BROWN

THE remarkable capped and jeweled verge clock-watch illustrated above was made by the eminent horologist, John De Lafons. It has seconds and calendar, also "strike-silent" work. The inscription: "John De Lafons, Royal Exchange, London" appears on the dial, the cap and the movement—the latter two having, in addition, the number "1112."

This watch "ting-tangs" the quarters as well as striking the hours in passing, when the indicator is set to "strike."

It is in jeweled, gilt metal pair-cases and was made for the Turkish market. No doubt, it has graced the person of some Ottoman potentate. Certainly, it cost the first owner a pretty penny but if satisfactory performance was required the money was well spent.

In the outer case, around the bezel, is a circle of white and red stones, set alternately. A strip of the bezel-opening part—between the jewels and the joint—is chased, pierced and engraved with leaves and branches as is a strip around the back. The hinge of this case is peculiar, being quite invisible. This is accomplished by putting the joint inside the case about ⅛ of an inch and cutting out the intervening metal to allow space for the circular edge of the bezel—opening part to swing in, when opened. The inner case is made in the usual way except that the edge, ¼ of an inch wide, is pierced and engraved in a pattern of ovals, diagonally placed, and each having a leaf in its center. Inside this case is secured the clear-toned bell, the openings permitting the sound to be heard by the owner.

This watch, in going order, is in the collection of A. C. Jackson and has been photographed and carefully examined by the writer.

The polished flat steel balance is quite heavy—¾ of an inch in diameter—with three beveled arms. The rim is nearly $\frac{1}{16}$ of an inch wide. The pallets of the balance staff are set at 95 degrees. The balance banks on the potence, the latter being fastened to the underside of the top plate by a screw.

There are nine turns or coils of the balance spring.

The crown or escape wheel has eleven teeth with a pinion of six leaves.

The dial being removed, two large wheels come prominently into view. They are the intermediate and calendar wheels, the former having seventy-two teeth and the latter fifty-nine. There are two studs set opposite each other close to the hub of the intermediate wheel to move the calendar wheel. The hour wheel has thirty-six teeth while the minute wheel has forty teeth and the pinion thirty-six. The minute wheel teeth are quite square.

Looking at the engraving of the movement with the

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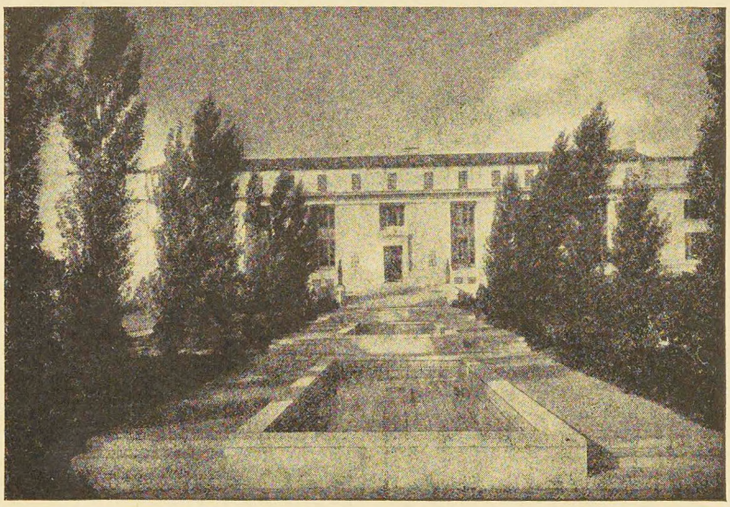

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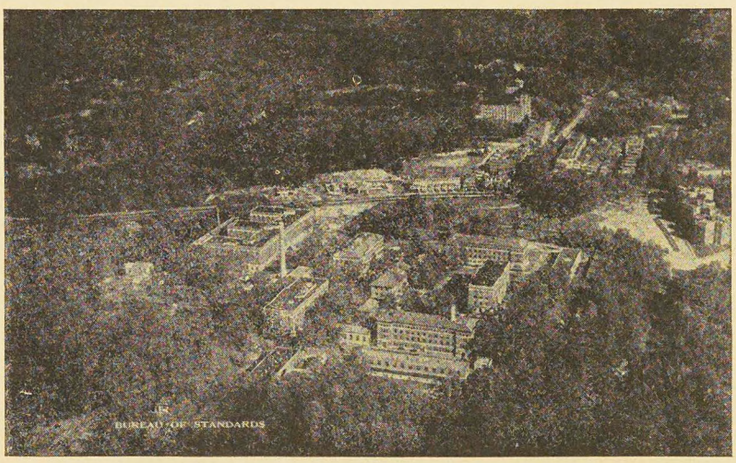

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dial removed we find that the first long spring goes below the tail of the rack pawl to keep it engaged with the rack. The next long spring presses upon two pins fixed in a long steel arm at right angles to its length and near the stud—the purpose of the pins being to keep the long steel arm in position whilst allowing the hands to be turned backward. When the hands are turned forward, at each quarter, the arm rises and a pin in it disengages the pawl from the rack and also enters a slot cut in the gathering pallet thus acting as a warning. When the time has elapsed with the minute hand pointing precisely to XII, the long arm drops releasing the gathering pallet. Thus, the strokes of the quarter or of the hour, as the case may be, are given.

The polished steel snail or cam is fixed on the minute wheel and has slots of varying depth so that the hours from I to XII may be struck. Each part of the snail between the slots is formed at its top with three steps. The first or highest step presented permits the first quarter to be sounded, while the intermediate step takes care of the second quarter and the lowest step permitting the three-quarters to be struck. When the rack is gathered up the pallet butts on a pin in the rack tail as in rack-striking clocks. Above this releasing arm is another steel arm with a pallet fixed at right angles at one end where it turns on a stud fastened in the pillar plate. The other end lies in the path of a single spur fixed on the cannon just above the pinion of the latter, which comes into position at each hour just before it is struck. This raises the long arm and, of course, brings forward its pallet somewhat, thus intercepting a pin fixed in one of the hammers which comes through a slot in the pillar plate. The pin's purpose is to arrest one of the hammers and so cause a single blow to be struck for each of the hours. That is to say, the hours are struck by single blows but all quarters are "ting-tanged." There is one "ting-tang" for the first quarter; two for second quarter and three for third. All quarters are sounded by two hammers on the single bell. Thus confusion is avoided.

Below the before-mentioned arms is an L-shaped steel rack which is pivoted on a steel stud in the pillar plate near the cannon pinion. Fastened to this by three screws is a steel return piece or rack tail which is filed thin except at the end where it is left at full thickness. This part falls on each of the steps at the quarters and also to the bottom of each hour slot of the snail when it is opposite and allowing the toothed rack to fall much or little and to strike correspondingly. (It is necessary for the rack tail to be thinned, except at its point to allow the snail to pass freely backward or forward. This it may do when the rack is up, the thick point of the rack tail then being well above the slotted snail.)

A very long slim spring reaches across the movement parallel with the rack and presses on a pin fixed in the rack to ensure the falling of the latter at the proper times i. e.:—at the hours and quarters. Two buffer or resilient springs are provided and each has an adjusting screw to regulate the distance of the hammers from the bell. A spring secured by a screw, near the minute wheel provides the elastic pressure for the blows of one hammer. A spring for the other hammer spring lies between the plates, being secured by a screw which goes through a hole in the pillar plate and which is threaded into the wide part of the spring.

Further along the edge of the pillar plate is a rather light spring, its upturned end falling between two teeth of the calendar wheel to keep the latter in position. A light steel spring put through a brass stud in the pillar plate presses against a brass collet driven on the long center pivot to prevent backlash in the center-seconds hand. The pinion is connected or geared with the train and is pivoted in both plates.

A light spring at the edge of the plate keeps the hammer regulating arm normally against the cannon pinion. The "strike-silent" is mounted spring-tight like a cannon pinion on a steel stud in the pillar plate. The top is squared for the hand or indicator. Near its base is a long arm which, when the hand is at "silent," presses against the rack pallet and prevents it from turning. Consequently the striking train is locked. When the hand is turned to "strike" the arm comes against a stud in the pillar plate.

The cannon pinion has, next to the pillar plate, a four-leaved pinion which gears with the square teeth of the minute wheel. Then comes the single spur noted in the foregoing and then four equidistant long spurs which set off the first, second and third quarters as well as the hour by raising the lever which unlocks the gathering pallet. The long arm, mounted on a stud, having heart-shaped base and semi-circular shape opposite the center-seconds pivot, is the piece operated by each of the four spurs in turn. The arm is kept in position by the straight spring pressing on the two pins in line thereon, as described.

The locking pallet (which falls into the teeth of the rack as they are gathered) turns on a steel stud in the pillar plate, its tail being pressed upon by a light spring to keep it engaged with the rack teeth. The tail of the gathering pallet is cleft or forked and when the teeth of the rack are completely gathered up, one tine of this fork falls on a pin fixed in the rack and locks it. In the long arm a pin is fixed opposite this cleft or fork and as the former is moved by one of the four spurs this pin advances and, sliding along the inclined face of the locking pallet, finally presses it out of engagement with the rack. The latter falls clear of the gathering pallet tail or fork but the pin having also entered the cleft, the lower tine is caught thereon constituting the warning. When the arm drops off the spur of the cannon pinion the striking takes place. When the hands are turned backward the arm with the pin recedes from the cleft gathering pallet and striking cannot result.

A fusee and chain is fitted. The tangent wheel and screw for adjusting the force of the mainspring is dispensed with. In the thickness of the top plate, a sink is made and shaped to accommodate a steel pawl and ratchet wheel. The latter is fitted on the squared end of the mainspring arbor and over top of all is placed the regulator cover plate. There is a hole through the cover plate through which peeps the end of the mainspring arbor.

The pinion of the Tompion regulator is mirror polished. The silver dial is divided around the edge and engraved with Turkish numerals. It will be noticed that the maker in his delineations has been careful to avoid arousing the susceptibilities of the Eastern mind.

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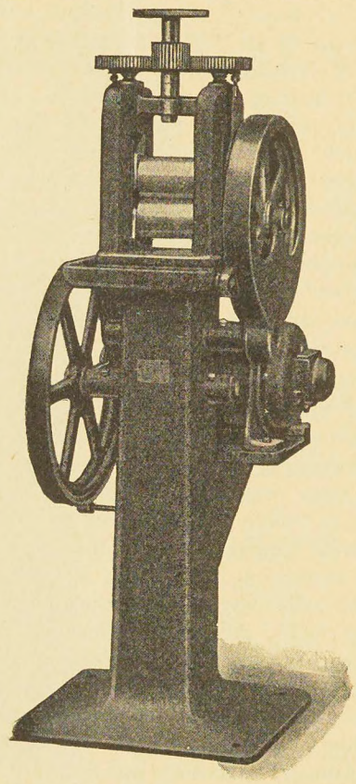

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The upper or circular part of the balance cock is nicely pierced, carved and engraved in a design of foliage and branches which consists principally of four circles the center of each being occupied by a blossom. From the lower two depend festoons of leaves which partly encircle an oval niche in which is an urn or censer. In the middle of this circular part is the fine diamond end-stone in a steel setting secured by two screws. There are four jewels, all for the balance pivots. The foot of the balance cock is solid and engraved with branches and foliage, the latter being done in the "stiff-leaved" style—a pattern which is continued on the regulator cover plate with the addition of two blossoms the centers of which are occupied by screws. A pointed leaf serves as an indicator for the regulator dial.

Originally there was stop-work for the striking mainspring but the star wheel or Maltese cross belonging to this has disappeared. However, the polished steel bar under which it turned is still in place as is the single-toothed part on the squared mainspring arbor.

The dial is quite flat, of white enamel. All the characters are Turkish with the exception of the inscriptions "De Lafons, Royal Exchange, London" and "Strike Silent." The moon in four phases is shown inside the calendar circle. The seconds are divided in fourths around the edge of the dial and are pointed out by the tail of the sinuous snake which serves as a center-seconds hand. The body of the "snake" is jeweled with many sparkling diamonds and in the head are set two rubies for eyes. In the top space are represented the hours and minutes, while below is the calendar and beside it the strike-silent circle. All these are provided with pierced and blued steel hands.

In addition to his work as a watchmaker, John De Lafons was an inventor having obtained a patent No. 2893, on November 19, 1805, described as "A marine alarum, which is a substitute for the half and quarter glasses used at sea."

In F. J. Britten's "Old Clocks and Watches and Their Makers" is the following:"—De Lafons, John, 66, Threadneedle street, 1800; corner of Bartholomew Lane, 1810; 25, St. Swithin's Lane, 1815. Received 30 guineas from the Society of Arts in 1801 for a remontoire. In 1805 he patented (No. 2893) a marine alarum chronometer."

Technical Data Sheets Issued by Hamilton Watch Company

The first seven issues of a series of short talks to watchmakers and jewelers have been issued by the Technical Department of the Hamilton Watch Company, Lancaster, Pennsylvania. These technical data sheets are prepared as service information and are designed to assist the jeweler in selling his watch repair service to the customer.

Among the subjects covered are, "Fitting Balance Staffs and Jewels"; "Cleaning Watches"; "Why Do Mainsprings Break"; "Improved Balance Jeweling" and "Improved Friction Jeweling."

Each article is profusely illustrated, thus adding greatly to its value.

[Statement of Ownership]

Following is a Statement of Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912, Of The Keystone, published *Monthly* at *Philadelphia, Pennsylvania, for* April 1, 1930

State of Pennsylvania } ss.
County of Philadelphia }

Before me, a *Notary* in and for the State and county aforesaid, personally appeared *Caleb M. Wiker*, who, having been duly sworn according to law, deposes and says that he is the *Vice-President and Treasurer* of The Keystone, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and, if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws, and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Name of Publisher, The Keystone Publishing Company; post office address, *Schaff Building, Philadelphia, Pennsylvania;* Editor, *Harry P. Bridge, Jr., Schaff Building, Philadelphia, Pennsylvania;* Managing Editor, *None*, and General Manager, *W. Calver Moore.*

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date.

(This information is required from daily publications only.)

CALEB M. WIKER, *Vice-President and Treasurer.*

Sworn to and subscribed before me this *twenty-ninth* day of March, 1930.

MAY T. MILLER, *Notary Public.*

Seal

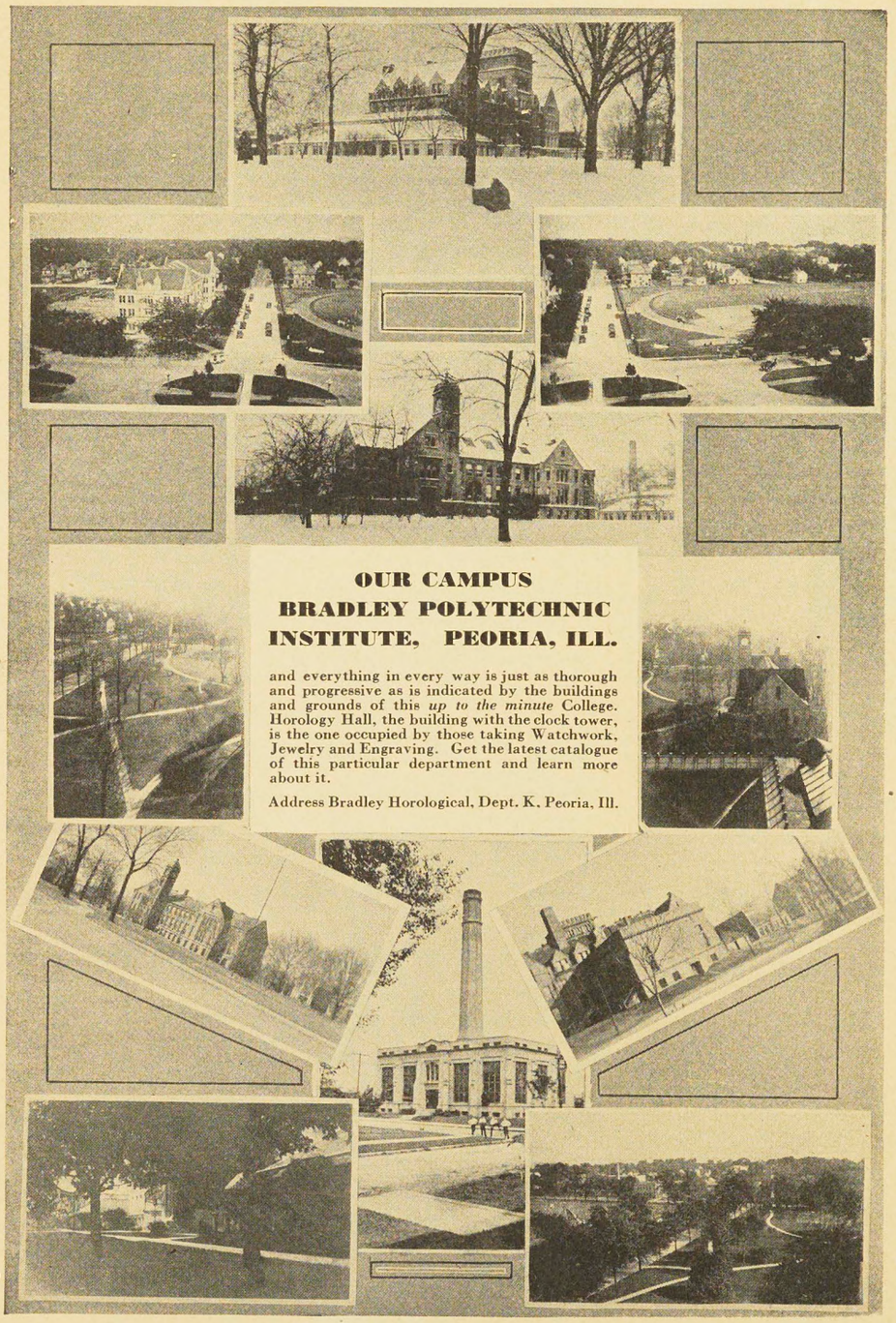
(*My commission expires March 2, 1933*).

Clock Pendulum Has Traveled 136,023 Miles in 60 Years

C. W. Dash, jeweler of Romeo, Michigan, has it all figured out that the pendulum of the clock on the south wall of his store has traveled 136,023 miles in the sixty years it has been ticking off the hours. He bases his computation on the fact that the pendulum swings 2½ inches every second.

R. B. Carson Enters Retail Business in Lancaster, N. Y.

Robert B. Carson has opened a jewelry store on Main street, Lancaster, New York. He was formerly a member of the firm of Fisher Penseyres & Carson of Buffalo, New York. The latter firm is now known as Fisher Penseyres, Inc. and has moved its jewelry manufacturing plant to 47 Huron street, Buffalo.



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Don't Take the Fitness of the Mainspring for Granted

By RETLAW SEVETS

I WONDER how many of us pay as much attention to mainsprings as we should? It has been my experience over a period of 15 years that, to accept every spring found in the watches coming to the bench for repairs as being satisfactory and fully capable of exerting just the necessary amount of power to give the balance proper motion and thereby permit the watch as a whole to do its best, is to take too much for granted.

In any number of instances I have found on examination that the spring was too weak, too thick or too wide for the barrel—or perhaps it was not wide enough even hough it may have been in good condition otherwise. My point is simply that, regardless of the grade of watch, and regardless of whether or not the spring is "set," it will pay to examine every mainspring closely, both before and after removing it from the barrel. If you will thus see that the spring does not fill the barrel too full, that it is not too wide for the barrel and that it is of the thickness required for the particular model in question, then there can never be a question in your mind about its fitness.

I have found it pays every time to replace any spring showing the slightest tendency to "cup" when out of the barrel, or which appears "set" to the slightest degree. Even if you have to do this free of charge, it will redound to your reputation as a watchmaker. As a rule, however, I experience little difficulty in convincing customers of the necessity of replacing old springs with new ones. Generally, when shown the old spring (which I always keep for this purpose), in comparison with a new one, they willingly pay the additional amount. However, in instances where I have put the watch in first-class order and the price that can be charged is sufficient to warrant it, I put in the new spring and say nothing of it. This practice has its advantages in that the watchmaker does not have to guarantee it against breakage as is the usual custom.

A CASE IN POINT

AS an example of what may result from carelessness and ignorance, I might cite a case where I tried for the better part of a day to make a balance take the required number of turns without success. It was a 16-size Waltham watch, 15-jewels. I had already cleaned and put it in order. After being assembled, it refused to take more than a turn in any position. I am really ashamed to admit that I went back over my work, polished both balance pivots, saw that the escapement was adjusted finely, polished the train-wheel pivots and leaves of the pinions, reset the jewel-pin, and polished the edge of the roller-table.

I squinted and mused over that watch until I was disgusted with myself. Finally, I did the thing any good watchmaker would have thought of in the beginning—I took out the mainspring and gauged it. Apparently it was a new spring which, I suppose, had been my reason for ignoring it in the first place. It did not seem possible anyone would have the wrong spring in a 16-size Waltham watch, yet the fact remained that a former workman had put in a 2227 mainspring where a 2218 was needed. Naturally, the added strength of the 2218 spring made all the difference in the world. The watch now took from a turn and an eighth to a turn and a quarter.

I suppose some other so-called watchmaker had had an idea that any 16-size Waltham mainspring was suitable for any 16-size Waltham watch.

It taught me a lesson, I assure you.

Suit Against Diamond Syndicate Settled

The law-suit, in which fraudulent conspiracy was alleged against the Diamond Syndicate and other members of the trade, was terminated after an eleven days hearing in London, when the plaintiff, the United Diamond Fields of British Guiana, withdrew its charges on a payment of $1,575,000 and costs. Among the names of the defendants was that of A. E. Tilley, secretary of the London Wholesale Jewelers' Association. While the abrupt settlement of the action made it impossible for him to defend himself in open court, Mr. Tilley made it clear at a recent meeting of the association that, a settlement was suggested, he refused to agree until his honor had been entirely vindicated, and until the other side had agreed to pay his costs and announce that they absolved him from any imputation whatever.

Has Spent 77 Years at the Bench

Ninety-two years of age and seventy-seven years at the watchmaker's bench is the record of George P. Venable, watchmaker and jeweler of Lexington, Missouri. Seventy-seven years at the bench is a long time, but Mr. Venable still has modern ideas and still recognizes the desirability of keeping abreast of the times—a fact evinced by the renewal recently of his KEYSTONE subscription.

Fred Schouten Opens Store

Fred Schouten, formerly of Burlingame, has opened a jewelry store in San Mateo, California, at 155 B street, near Second avenue.

Hints on Position Adjusting for Watchmakers

By W. J. THOMAS

(EDITOR'S NOTE: *This is the ninth of a series of articles by Mr. Thomas. The tenth and concluding article which deals with causes of variation will appear next month.*)

OIL is, of course, highly necessary in a watch, for it prevents cutting of the bearings. On the other hand, it possesses adhesive qualities which, theoretically, have a somewhat retarding effect on velocity from the moment it is applied.

The older the oil the more its adhesive or gummy qualities increase. The heavier constituents of oil show a tendency to remain mixed as long as the oil is kept in a state of motion. When a watch runs down and remains stopped for 20 or 24 hours, there is a tendency for the heavier substances in the oil to become precipitated. When this happens it will cause a change in the rate of the watch, making it either gain or lose. How much of a change takes place in the rate depends on the oil, its age, the amount of thickening matter the oil contains, and other factors.

FRICTION AND ADHESION

FRICTION is the resistance encountered when we try to make one body slide or roll on the surface of another body.

Every machine, in its action, encounters a certain amount of frictional resistance. The friction we shall now discuss (and which is mainly a sliding friction) is an unavoidable fault in watches and clocks.

There are certain elementary rules relating to friction, discovered from experiment and experience, which watchmakers should know. They are:

I. Friction always opposes motion. This fact is self-evident and does not require comment.

II. Friction depends on the nature of the surfaces in contact, such as the nature of the material, smoothness, and roughness. However, within reasonable limits, friction is independent of the areas in contact.

III. Friction is proportional to pressure. If we double the pressure (exceptions omitted) then the force necessary to overcome friction will have to be doubled. This fact may be demonstrated.

Suppose we have a block of wood that is two inches thick and weighs ten pounds. This block is caused to move over the surface of another block, and we find the force necessary to overcome friction is fifty ounces. Now saw the block into two blocks of five pounds each and one inch in thickness. Each has half the weight of the original block and the same surface area, the friction of each will be twenty-five ounces. Placed side by side, these blocks will move with the same friction (25 plus 25) as the original one did, although the extent (area) of surface is doubled. Accordingly, we get the rule that, friction is independent of the extent of surface contact, but is proportional to pressure. All of which, although acceptable as theory, requires modification in practice. Friction enters into all horological problems and some knowledge of the subject is necessary.

DECREASING FRICTION

THE lessening of friction in a machine is an important problem. In order to maintain a minimum of friction in a watch, jewels are used as bearings and the pivots are hard and highly polished. The acting parts of the escapement are smooth, and oil—when fresh—largely aids in the work of reducing friction. Besides, the depthing of the train and shape of teeth are so constructed as to lessen friction as much as possible.

All workmen recognize the advantages of jeweled bearings in a watch. They decrease the liability of abrasion of the pivots and lessen the effect of adhesion caused by gumming of the oil. In a general way, they are successful in decreasing friction and, in so doing, aid in improving the timekeeping qualities of a watch.

In the escapement we encounter sliding friction both in the lifts and locks. As already indicated, the same friction is present in all pivots in both escapement and train. Less friction is found when pivots are capped.

In the train we find two sources of friction, namely, the friction on the pivots in contact with the walls of their bearings, and the friction resulting from intermeshing of the gears.

In addition to the foregoing list, there exists considerable friction among the coils of the mainspring in the act of slowly uncoiling as the watch runs down.

No acting part of a watch is free from friction. Even the balance and hairspring meet with atmospheric resistance. Everywhere, friction causes a waste of power and affects the rating of a watch as the following studies show:

FRICTION AND ARCS OF MOTION

IT will be found that, in general, friction is an opposer of motion and causes retardation. As this retarding effect increases the arcs of motion grow less. The lessening of the arcs may cause either acceleration or retardation of the rate, depending on the isochronal qualities of the spring.

While theory maintains that friction is independent of the amount of surface, this statement has its limitations. If we place a watch in such a position that all pivots are running on their sides—the vertical position, for instance — the motion of the balance will be less than if the watch were to be placed flat so that the pivots would run more on their ends than sides. As a rule, the longest balance vibrations take place when the watch is horizontal.

The uncapped long pivot with its square shoulder presents more surface for contact with wall and face of the hole jewel, than does the shorter conical pivot which must be capped.

The disadvantage of the long, uncapped pivot, is chiefly due to the gumming of the oil, and not to its length as will be shown in the following paragraph.

ADHESION

AS previously mentioned, friction is independent of the surface area and a high polish is an advantage in reducing it. However, with the reduction of friction by means of polish, we introduce the difficulty known as adhesion.

If we take two highly polished flat surfaces and place them in contact, we find that sliding friction is greatly lessened because of their polish. Thus, we are safe in asserting that as the result of this experiment, friction lessens as polish increases.

We have now established the fact that friction is correspondingly lessened as the polish of the surfaces is increased. On the other hand, on trying to separate the plates, we find it difficult, because we have added the forces of adhesion to our problem. Consequently, it is not so much the length of a pivot that is a disadvantage as it is the gumming and the adhesion to which it is subjected in its hole jewel.

Basing our reasoning on the known effect of a high polish and gumming of oil, a very high polish on that part of the escape wheel teeth which comes in contact with the oiled face of a pallet jewel is not favored.

ADHESION OF TOOTH AND PALLET

SOME adhesion of a tooth on a pallet jewel's locking face will likely be found if the draft angle of tooth and pallet are not at a sufficient pitch.

The greatest amount of adhesion takes place when, in the passing of a tooth over the lifting plane of a pallet, the parts coincide. Following this point of parallelism of the lifting planes, a quick separation takes place.

As the lifting face of a tooth and of the pallet stone are always lubricated, and as there is a considerable amount of adhesion during their parallelism, the breaking of the adhesive force naturally uses up power. This is particularly true as the oil becomes increasingly gummy. Under such conditions, if a watch is to keep good time it must be freshly cleaned and oiled to lessen the force of adhesion.

Although there may be a sufficiency of power to run a watch, adhesion will cause a tooth to lodge on the impulse face of its pallet stone.

Adhesion is a pronounced and injurious factor in changing rate, as witnessed by the variation shown by high-grade watches. In general, their rate is faster as oil thickens.

(*To be concluded in the next issue*)

Nassak Diamond Decision Questioned

The famous Nassak diamond which was brought to this country two years ago and admitted as an artistic antique by the New York Customs officials was the subject of contention in the Court of Customs Appeals in Washington on April 15. The stone was brought to this country by E. F. Bendler, New York jeweler, who asked that it be admitted duty free as a work of art more than 100 years old. Diamond importers questioned the legality of the admission without duty and action was brought by Mayers, Osterwald & Muhlfeld, Inc., to have the stone classed as dutiable at 20 per cent ad valorem. It was urged that the stone was not a work of art and also that it had been recut within 100 years. Jacob Mehrlust, who testified in the case, said that, according to his conception of art, the Nassak diamond is not a work of art because it is not an "expression of an idea in the most esthetic form." He said the Nassak is simply a shaped and polished stone and that there is no idea in it except that it is made brilliant by mechanical means.

The Nassak diamond originally weighed 89¾ carats, but in recutting it to a three-sided brilliant the weight was reduced to 78⅝ carats. It is contended that this recutting was done in 1837 when the diamond was sold to the Marquis of Westminster. The value of the Nassak today is said to be from $100,000 to $150,000.

The case has held the interest of all of the leading diamond importers of America, mainly from the viewpoint that if a precedent is set that admits a loose stone as an artistic antique, no matter when or how it was cut, this may open the way for a flood of precious stones the date of whose cutting is uncertain. It is further argued that this would have a tendency to nullify the provisions of the tariff act which impose a duty on cut stones.

Scientist Who Weighed Earth to Speak at H. I. A. Annual Meeting

The annual meeting of the Horological Institute of America will be held in the building of the National Academy of Sciences and National Research Council, Twenty-first and B streets, N. W., Washington, D. C., on Monday, May 12. This building faces the Lincoln Memorial.

Many important questions of vital interest to watchmakers and jewelers will be discussed, the Institute, having been fortunate in securing as one of its special speakers the noted government physicist, Dr. Paul R. Heyl. Dr. Heyl has measured the weight of the earth and will tell of his "gravity pendulum" in connection with the work he is now doing, 35 feet below ground, in measuring the "pull of the earth."

Ralph E. Gould, chief of the time section of the Bureau of Standards, will demonstrate his work in connection with the "International Standard Time Zones."

A motion picture "TIME" will be shown at the afternoon session. Other features will also be provided and all members of the trade who are interested in the important work of the H. I. A. are invited to attend.

Liddle and Matthews Buy Store

A. E. Liddle, jeweler of Oxnard, California, together with Audley Matthews as partner, has purchased the jewelry store of M. C. Tieck, Santa Monica. Mr. Matthews, who has been associated with the Liddle store at Oxnard, will manage the new store, which will carry a general line of jewelry.

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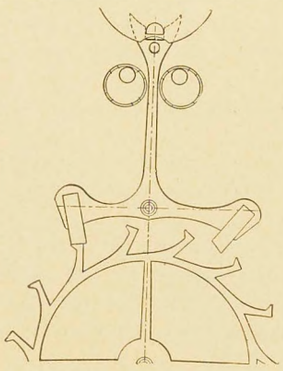

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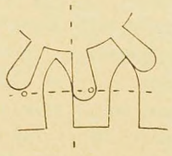

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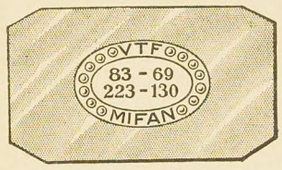

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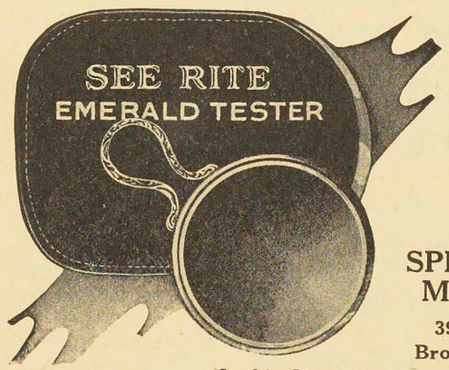

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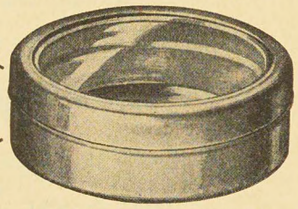

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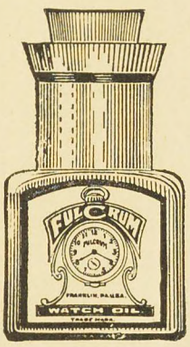

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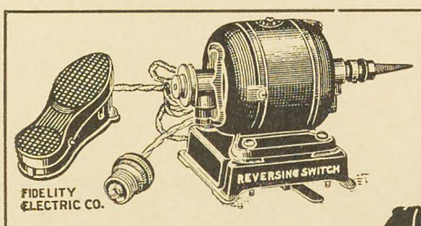

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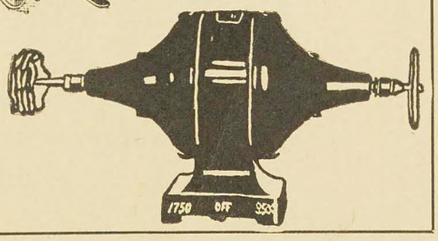

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